Ready-made layouts are now available on CD-ROM!

See Desktop Design for details...

May 1996

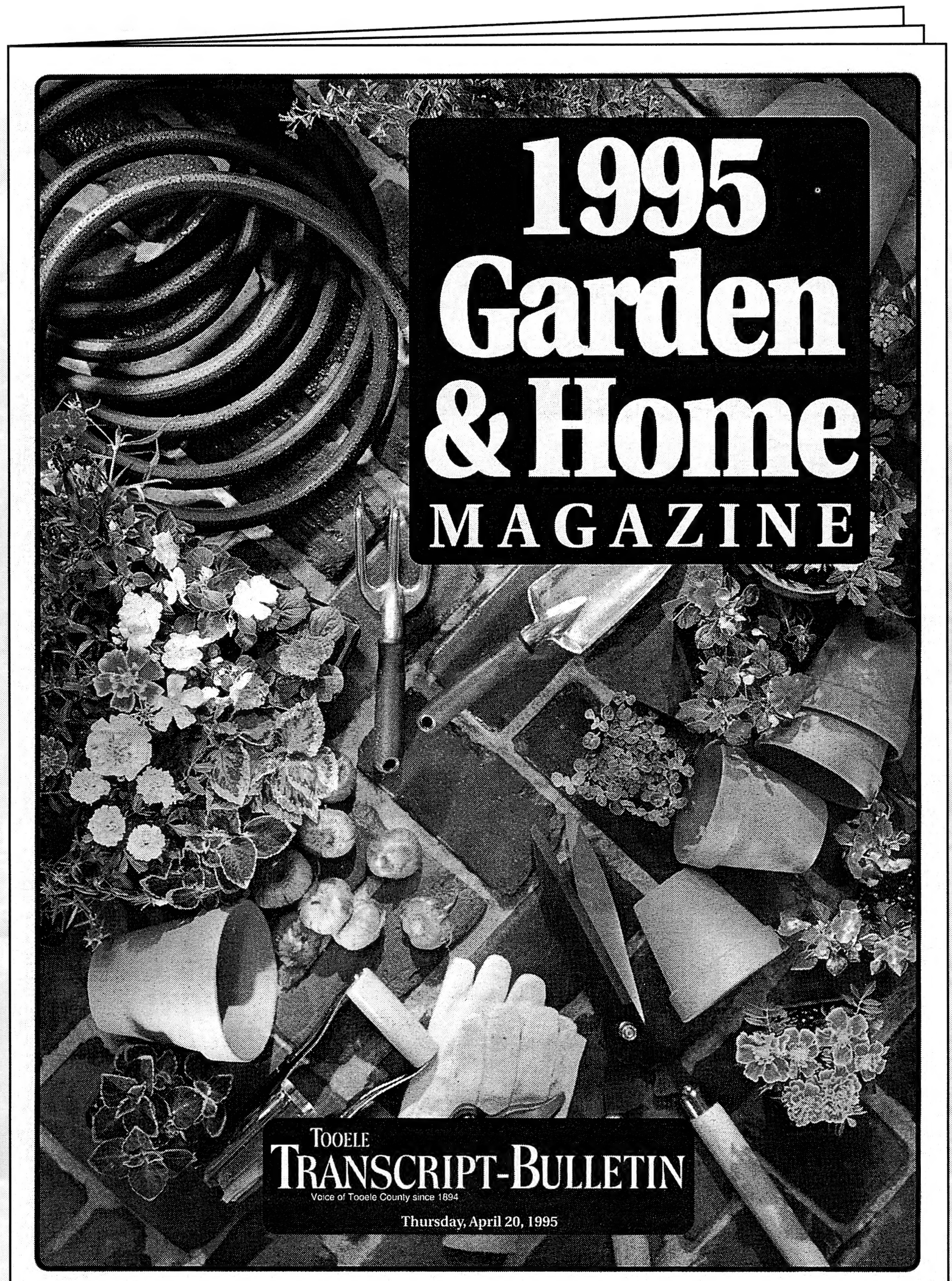
TearSheet

Case Histories

Clayton Dunn

Advertising Manager
Tooele Transcript-Bulletin
58 North Main
Tooele, UT 84074

Dunn opened the full-color image from Feb. 94 *Print Media Service*, p. 26 (001C0295.TIF), in Photoshop, enlarged it, and increased the resolution to create a full-page Garden and Home tabloid cover. Yellow type contained in a large black box completes the design.

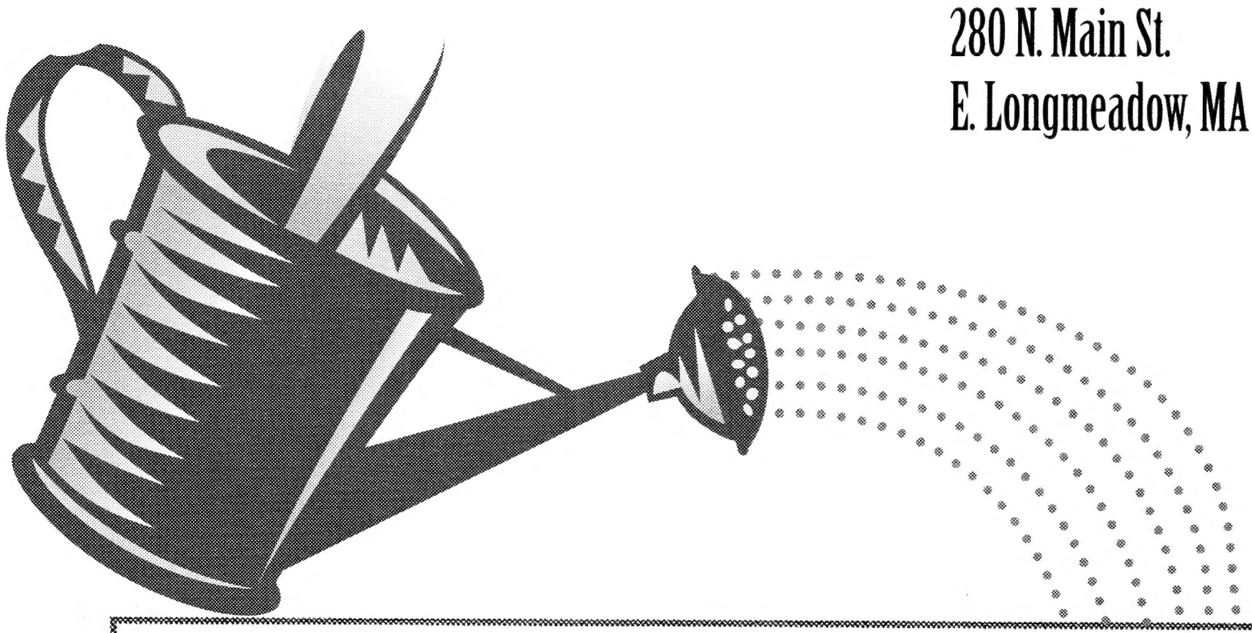


Case Histories

Gina A. Cuccovia

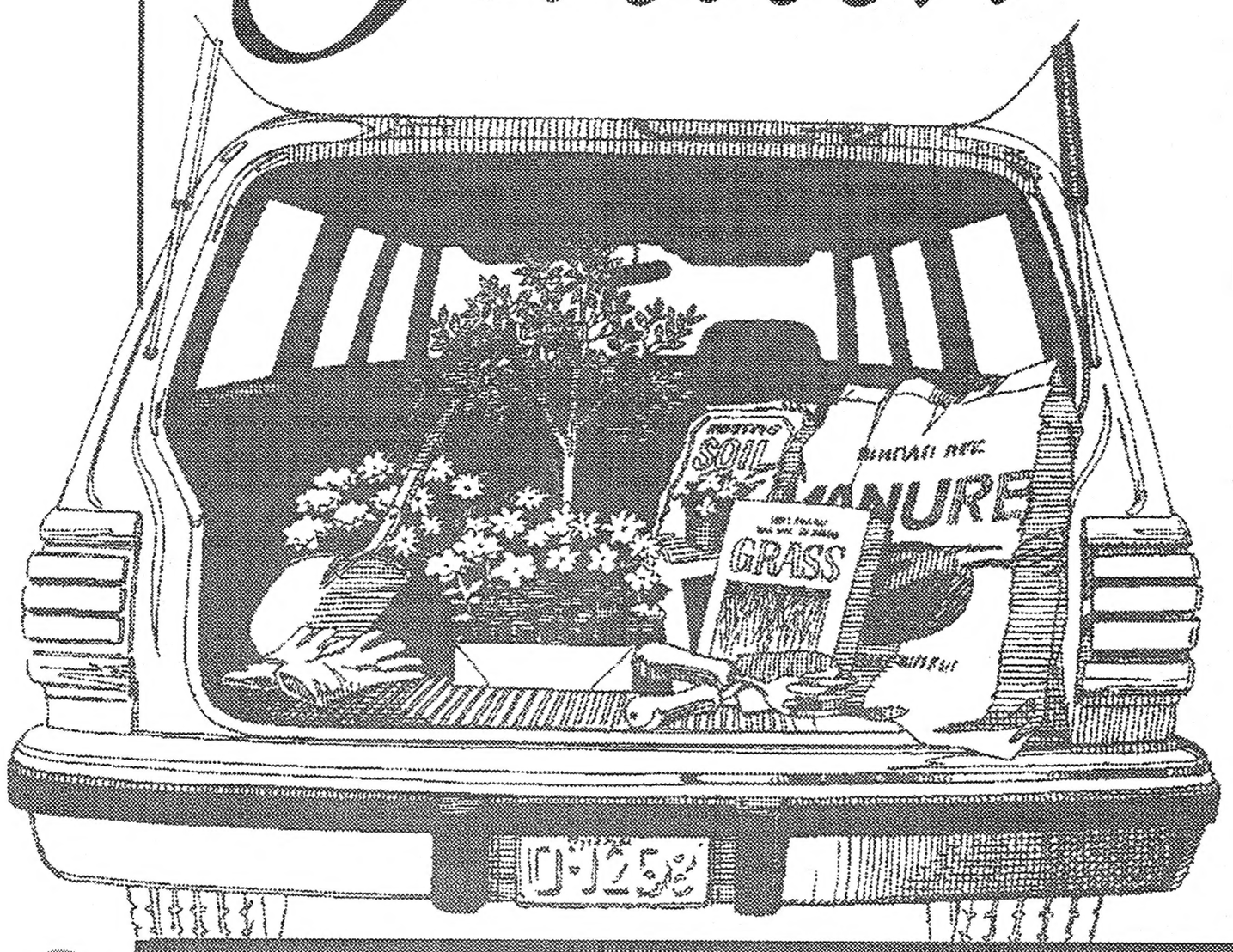
Art Director
Reminder Publications
280 N. Main St.
E. Longmeadow, MA 01028

This call to advertisers for a Spring Home and Garden supplement features art from Feb. 95 *Print Media Service*, p. 8 (056F0295.TIF). The station wagon was placed in QuarkXPress, enlarged and screened, then type was added.



S • P • R • I • N • G 1 • 9 • 9 • 5

Home & Garden



Spring into Home & Garden!

This special section is just in time for Memorial Day Weekend!

30,500 HOMEOWNERS
have a long weekend. You can help them with their home and garden needs by advertising your latest ideas for home decorating and remodeling for both indoors and out.

THE REMINDER's
Home & Garden Guide will get you the best results!

For advertising information, call
(413) 525-6661

Edition: May 16 running through July 18
Deadline: May 11 & every Thurs, 2 p.m.

Your ad in **THE REMINDER** will reach 70,000 readers in East Longmeadow, Hampden, Longmeadow, Wilbraham, Sixteen Acres and East Forest Park.

Ask about our volume discounts!

THE REMINDER • 280 North Main St. • East Longmeadow

Case Histories

Leah M. Crace

Technical Coordinator/Graphic Designer
Kendallville News-Sun
112 North Main St.
Kendallville, IN 46755

Balloons and a carnival barker from April 94 *Print Media Service*, p. 4 (014F0495.EPS and 020F0495.EPS), add a festive air to the front cover of this grocery store newspaper insert. The art was repeated throughout the four-page piece to continue the "Celebration of Savings" theme. The designer added color to the art in Photoshop. Printed in red and black.

The News-Sun, Mon., April 3, 1995, Page A5
IGA
TWO LOCATIONS!
Kendallville
445 N. Riley Kendallville 347-1959
Open 8 AM to 9 PM
Wolcottville
St. Rd. 9 Wolcottville 854-2231
Open Sun. - Wed. • 7 AM to 8 PM
Thurs. - Sat. • 7 AM to 9 PM
Prices Effective Monday, April 3, 1995
Through Sunday, April 9, 1995
DOUBLE COUPONS
UP TO 50¢
WE RESERVE THE RIGHT TO LIMIT QUANTITIES. NOT RESPONSIBLE FOR TYPOGRAPHICAL ERRORS.
SENIOR CITIZEN DISCOUNTS ON MONDAY AND TUESDAY
Celebration Of Savings!
Red Ripe Strawberries 99¢ LB.
Gallon Carrousel Ice Cream
Ground Beef 99¢ Lb.
Center Cut Pork Chops 1.99 Lb.
Pork Cutlets 1.99 Lb.
Flour
11 oz. Seyfert's Corn Chips 1.19
8 pack 20 oz. - All Varieties Coca-Cola Products 3.39
2 Liter - All Varieties Coca-Cola Products 1.19
Limit: 3 With Coupon 18 oz. - All Varieties Open Pit BBQ Sauce 79¢
Limit: 3 With Coupon 16 oz. IGA Fruit Cocktail 69¢
Limit: 2 With Coupon - 6.12 oz. Light Chunk Water Packed IGA Tuna 49¢
Limit: 3 With Coupon - 7.25 oz. IGA Macaroni & Cheese Dinner 19¢
Limit: 1 With Coupon - 5 Lb. IGA Flour 69¢
Limit: 2 With Coupon Jumbo Roll Hi-Dri Towels 39¢
Limit: 1 With Coupon - 32 oz. IGA Vegetable Oil 1.49
Limit: 2 With Coupon - 20 oz. Loaf Holsum Split Top Wheat Bread 88¢
13-14 oz. All Varieties Seyfert's Tortilla Chips 2/$3
Limit: 2 With Coupon - 30 oz. All Varieties Ragu Spaghetti Sauce 2/$3
Limit: 3 With Coupon - 10.5 oz. IGA Mushroom Soup 49¢
50 oz. - Regular or w/Bleach Ultra Liquid Era 1.99
4 Roll Kleenex Bath Tissue 1.99
108 Ct.–175 Ct. Kleenex Facial Tissue 99¢
15 oz.–16 Oz. Regular, Berries, Peanut Butter Cap'n Crunch Cereal 2.49
12-13.25 oz. All Varieties Quaker Instant Oatmeal 2.29
8 oz. IGA Puffed Wheat 69¢
32 oz. IGA Cider Vinegar 99¢
16 oz. Hershey Syrup 89¢
7 oz. IGA Marshmallow Creme 79¢
14.75 oz. Fame Pink Salmon 1.49
2.9 oz. Cheddar, Garlic, Sour Cream Shake-N-Bake For Potatoes 99¢
40 oz. Bonus Size Clorox Clean-Up 1.79
28 oz. Pine Sol Liquid Cleaner 1.79
32 oz. Kingsford Charcoal Lighter Fluid 1.69
20 oz. - All Varieties Ultra Downy 1.99
24 oz. Clorox Toilet Bowl Cleaner 1.79
42–44 oz. - Regular or w/Bleach Ultra Gain 2.49
10 ct. - Quick Draw Fame Tall Kitchen Bags 1.69
IGA DAIRY
Gallon Allen Dairy Skim Milk 1.79
Gallon Allen Dairy 2% Milk 1.99
64 oz. - Regular, Hi Cal., Country Style, Pulp Free Minute Maid Orange Juice 1.69
12 oz - Cheddar or Mozzarella IGA Shredded Cheese 1.69
16 oz. - Quarters Regular or Churn Style Shedd's Country Crock 2/1.00
48 oz. Bowl Regular or Churn Style Shedd's Country Crock 1.99
16 oz. Borden's American Singles 2/5.00
8 oz. IGA Soft Cream Cheese 99¢
4 pack - All Varieties Pillsbury Biscuits 89¢
Whole Farmland Smoked Picnics Lb. 89¢
Bulk Longacre Ground Turkey Lb. 79¢
Thorn Apple Valley Smoky Links 10 Oz. Pkg. 89¢
Swift Premium Turkey Roast 2 Lb. Pkg 2.79
Reg. or Honey Patrick Cudahy 3 Lb. Ham Ea. 6.99
Thick Cut Loin Pork Chops Lb. 2.89
4 Varieties Johnsonville Brats Lb. 2.19
Sandwich Spread Lb. 99¢
ECKRICH
Eckrich Regular, Thick, Low Salt Bacon Lb. 1.99
Eckrich Variety Pack 1 Lb. Pkg 2.39
Deli Eckrich Chopped Ham Lb. 99¢
Deli Eckrich Summer Sausage Lb. 1.89
Deli Eckrich Bologna Lb. 1.99
Deli Eckrich Souce Lb. 2.39
Deli Eckrich Mac & Cheese Loaf Lb. 2.49
Deli Eckrich Olive Loaf Lb. 2.59
Deli Eckrich Pickle Pimento Loaf Lb. 2.69
Deli Eckrich Old Fashioned Loaf Lb. 2.79
Deli Eckrich Honey Ham Lb. 2.89
Deli Eckrich Virginia Baked Ham Lb. 2.99
Deli Eckrich Roast Beef Lb. 3.69
IGA FROZEN
Gallon Carrousel Ice Cream 1.99
Limit: Four With Coupon 6-11 oz. - All Varieties Banquet Meals 89¢
10 oz. - Regular, Blueberry, Buttermilk Aunt Jemima Waffles 99¢
Limit: Four With Coupon 10-12 oz. - All Varieties Minute Maid Orange Juice 1.29
25 oz. - All Varieties Banquet Fried Chicken 2/5.00
9-13.5 oz. - Breast Tenders, Fried Nuggets, Chicken Nuggets or Banquet Chicken Patties 2/5.00
12 pack - North Star Ice Cream Bars 1.69
8 oz. - IGA Whipped Topping 79¢
5 pack - IGA White Bread Dough 1.99
12 oz. - All Varieties Minute Maid Lemonade 99¢
11.4 oz. - Gorton Fish Fillets or Sticks Crunchy 2.79
11 oz. - Gorton Garlic & Herb, Southern Fried or Pepper Batter Fish Fillets 2.79

Case Histories

Larry Vaughn

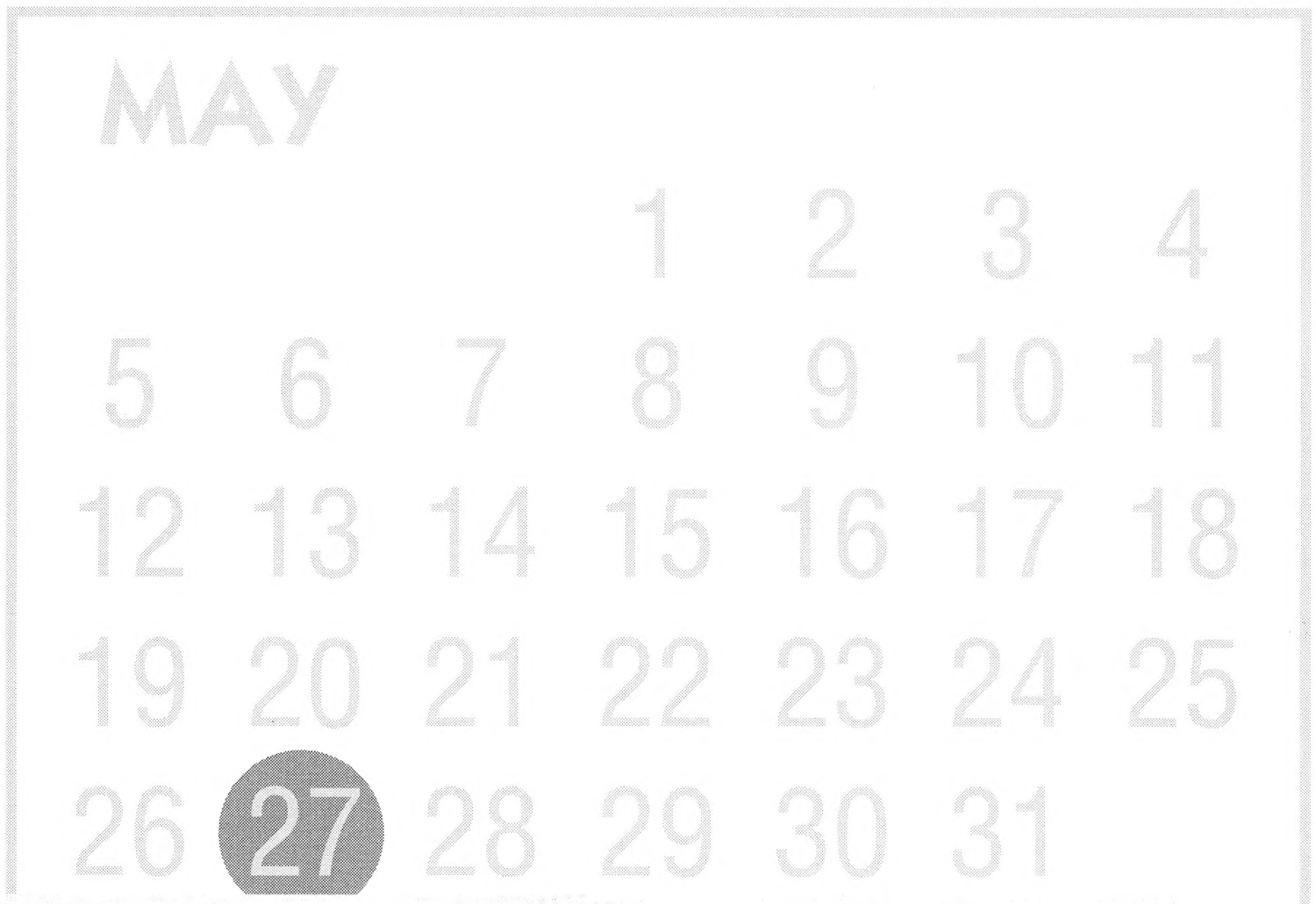
Graphic Artist
Southern Oregon State College
Student Publicity Center
1250 Siskiyou Blvd.
Ashland, OR 97520

IRC Presents
Cinderella Ball
May 6, 1995
10:00 p.m. to 2:00 a.m.
Stevenson Union Arena
$1.00 per person
Tickets available from IRC Executives or at the door.
Free food and drinks.
Polaroid photos available.
Crowning of Cinderella and Prince Charming
will take place at midnight.

Art from two January issues of *Print Media Service* (couple Jan. 94, p. 2; clock Jan. 95 p. 4) was combined to create a romantic look on a poster promoting a Cinderella Ball. The clock was greatly enlarged, screened, and used for the background. The couple was printed in a darker shade of gray and positioned slightly off-center for an interesting, asymmetrical look. The type is printed in a dark red.

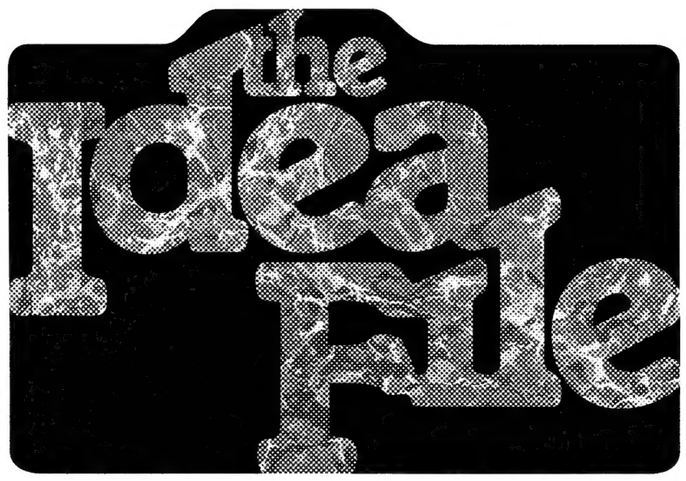
DANIEL LEAKE
Advertising Sales
Daily News-Record
231 S. Liberty St.
Harrisonburg, VA 22801

The original art used for this landscaping company ad had vegetables on one side of the walkway, so the designer duplicated the flowers from the other side, flopped them, and used them to replace the vegetables to better suit the client's needs. The art is from May 93 *Print Media Service*, p. 4.



Memorial Day Weekend Sale
Join us at Shreckhise Shrubbery this Memorial Day Weekend and enjoy browsing our seven acres of trees, shrubs & flowers. We offer a great selection of Roses and truckloads of Red Japanese Maples. The blooming Rhododendrons & Azaleas look especially nice this year. We have a large selection of perennials to choose from.
We also offer Water Lillies, Statuary & Garden Accents. Free landscaping estimates also. We'll be here all weekend and Memorial Day from 8-5.
SHRECKHISE
SHRUBBERY SALES & LANDSCAPING
Just East of Weyers Cave
Stoplight
Mon.-Sat. 8-5, Sun. 1-5
235-8500

001YF.EPS



Combine The Color Plates Of *Print Media Service* Color Separations To Create Eye-Catching Ad Layouts

Print Media Service color separations don't have to be printed in full-color. You can use just one of the plates to print in a single color, or combine two of the plates to create a duotone.

The examples shown on this page illustrate the variety of results that can be produced by using different plates of the color separations. The plates used, and the color each one is printed in, are listed close to the layout they're featured on.

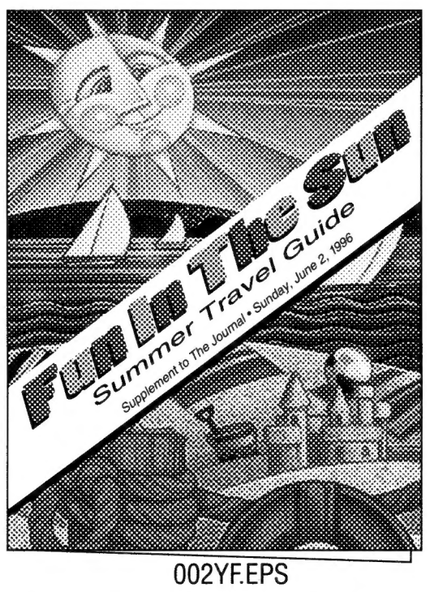
Need help trying to decide which plates to use for a particular color separation? Look at the descriptive copy block on page 15 of that *Print Media Service* issue. It will tell you which plate works best when printed in black or a single color, and which plate works best when printed in color and used in combination with another plate. Or, if you are still in doubt, ask your printer for advice on which plate or plates to use.

003YF.EPS

May 1996

Each month, we will explore a different creative exercise, designed to take you beyond the obvious and help stretch your imagination. The raw materials for this feature are anything ever published in *Print Media Service*, all of which – as a subscriber – you have access to through *Art On Demand*.

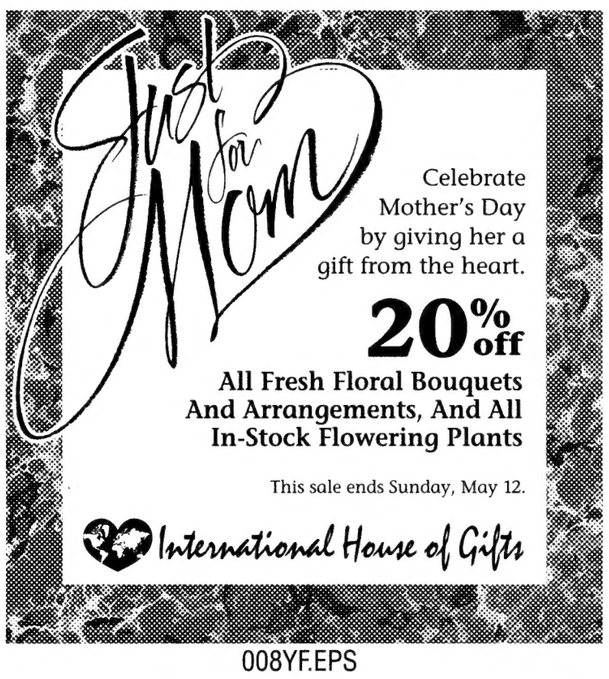
Questions or suggestions regarding this feature? Phone us at 309.688.8800 ext. 239, or FAX us at 309.688.8828.



002YF.EPS

Above: Beach art from June 94 *Print Media Service*, p. 26, 27, 28. Magenta plate is printed in process blue, cyan plate is printed in black.

Left: Picnic art from Apr. 93 *Print Media Service*, p. 26, 27, 28. Magenta plate is printed in process blue, magenta plate is printed in black at 40%.

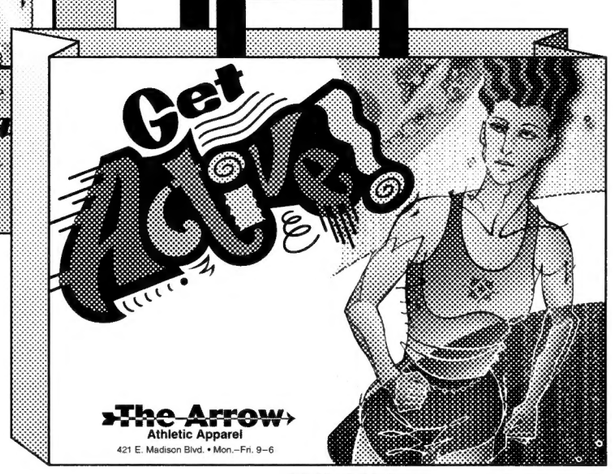

Just for Mom
Celebrate Mother's Day by giving her a gift from the heart.
20%off
All Fresh Floral Bouquets And Arrangements, And All In-Stock Flowering Plants
This sale ends Sunday, May 12.
International House of Gifts

008YF.EPS

009YF.EPS

004YF.EPS

005YF.EPS



006YF.EPS

Above, Above Right, Right: Runner art from Apr. 95 *Print Media Service*, p. 26, 27, 28. "Get Active" headline from May 94, p. 22.
- Poster: Black plate is printed in black.
- Postcard: Yellow plate is printed in process blue, black plate printed in black.
- Shopping bag: Yellow plate is printed in process blue, black plate printed in black.

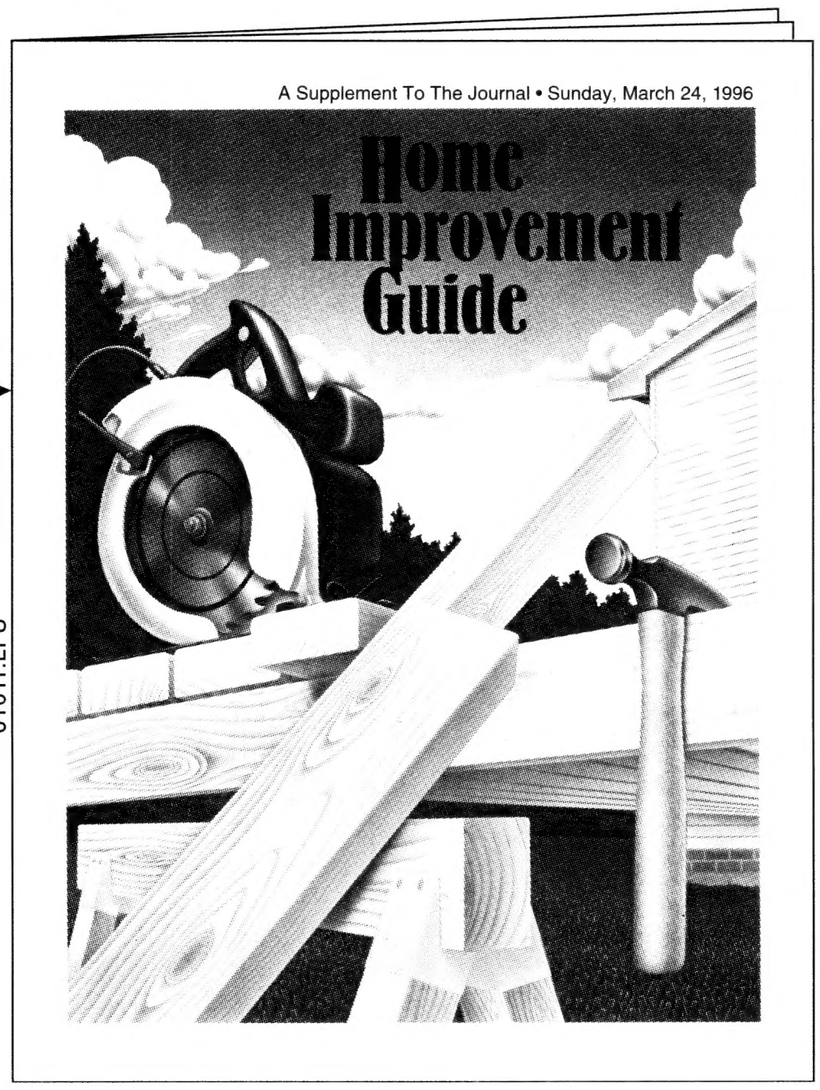
Above Left: Casino art from May 94 *Print Media Service*, p. 26, 27, 28. Clover shield from Dec. 94 *Clipper*, p. 5. Magenta plate is printed in process blue, black plate in black.

Right: Fishing art from May 95 *Print Media Service*. "Summer Sale-A-Thon": headline from June 94, p. 22. Graphic symbol from Nov. 94 *Clipper*, p. 8. Magenta plate is printed in process blue, cyan plate printed in black. For area behind type, magenta plate printed in process blue at 30%, cyan plate printed in black at 30%.

Left: Home improvement art from Mar. 95 *Print Media Service*, p. 26, 27, 28. Cyan plate is printed in process blue, black plate printed in black.

007YF.EPS

Inside Info:
Cover Story
Bright, bold colors, a bison isolated from a border (041F0596.EPS, from p. 21), and a custom background combine to create the southwestern design on this month's cover. The designer added color to the bison and plants in a draw program, then created the colorful, complex deco-style element to accent the art. A gradient-filled circle positioned behind the bison serves as a setting sun. *Print Media Service* set in Lithos Bold, converted to outlines or paths, then filled with a custom grodient. The date is set in Wanted.
Trade Shows
This month Dynamic Graphics' representatives will be at: **Graphics of the Future,** Orlando, FL, May 2–4; **Graphic West Expo,** Calgary, AL, May 3–4; **Gutenburg Festival,** Long Beach, CA, May 8–11; **Mac Fair LA,** Burbank, CA, May 17–18; **Printwear,** Indianapolis, IN, May 30–June 1.



010YF.EPS

Advertising Alternatives: A bright way to get your message across!

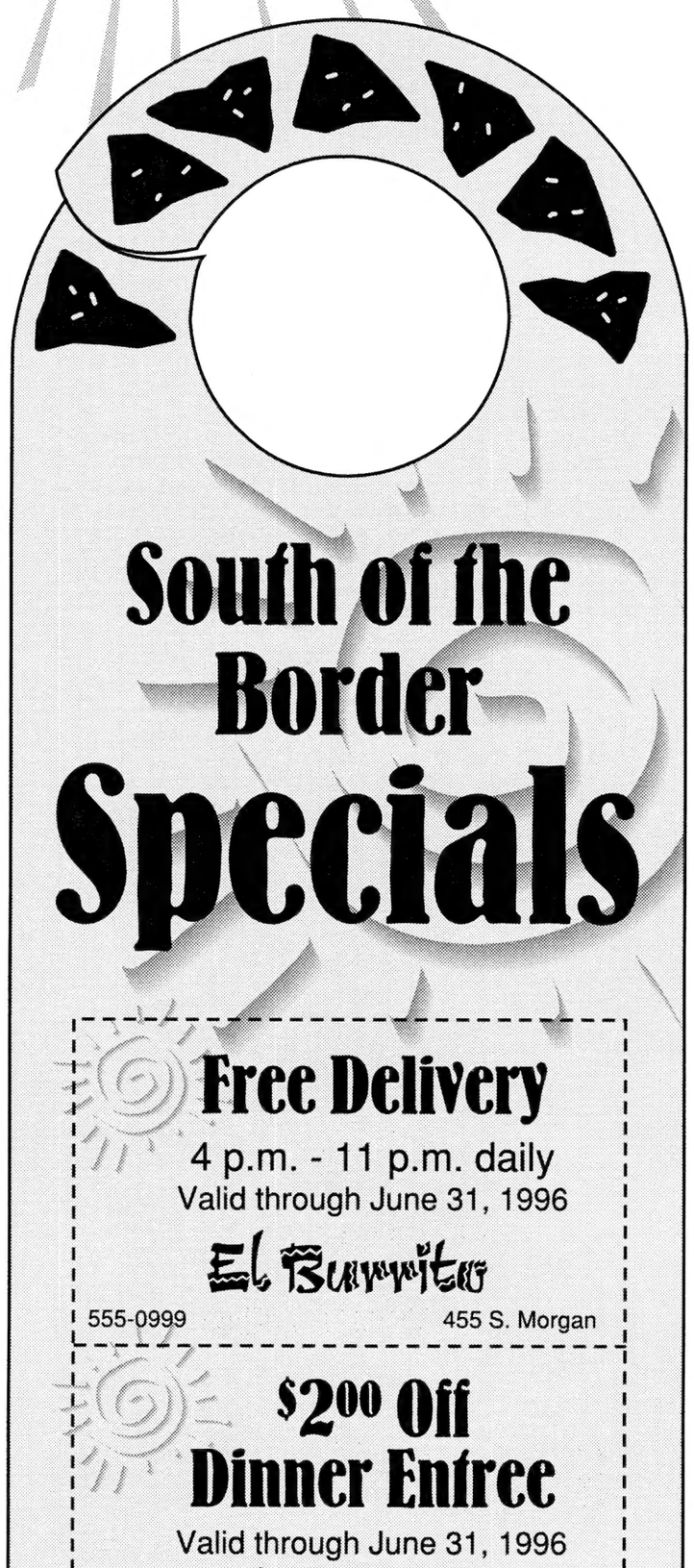
Advertising your product or business in the local newspaper is a great way to bring in customers. However, not everyone reads the local paper, so they may not see your ad. Or, if they do read the paper, they may miss your ad. So you may want to explore some other advertising avenues.

We've shown some alternative ways to communicate with your customers on these two pages. A doorhanger (like the one shown at left) is an easy way to ensure that people get your message. Hire a carrier to hang your advertising on every door in a target area — add coupons and you're sure to get a lot of response.

Don't want to deal with a doorhanger? Try a flyer! Have them placed on windshields, in shopping bags, or make a deal with a local restaurant to have your flyers stapled to their delivery containers, like the pizza box with a flyer shown on the opposite page.
Note: It is illegal to leave your advertising materials in someone's mailbox.

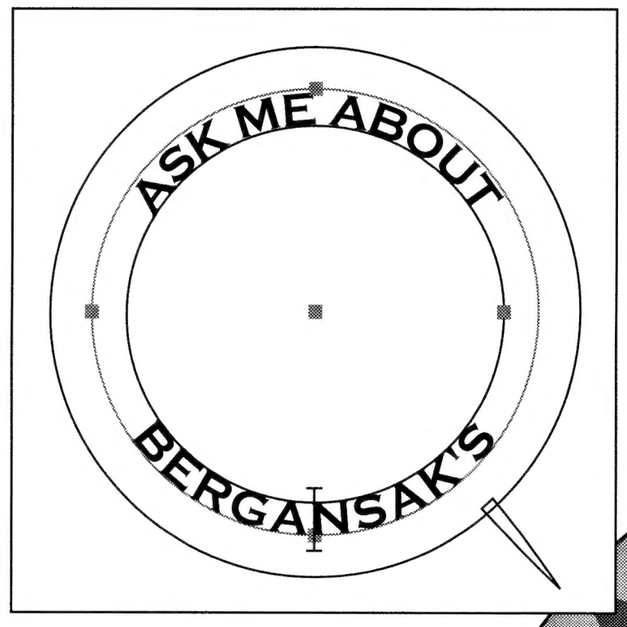
Some other advertising alternatives: in-store posters, employee buttons, counter cards, bill stuffers, and mailers.

Spiral sun: 045F0596.EPS (layout: 001YD.EPS); "Deferred Billing" lettering: 049F0596.TIF (layout: 002YD.EPS); woman: 062F0596.TIF (layout: 003YD.EPS); column: 039F0596.EPS (layout: 004YD.EPS); fisherman: 083F0596.TIF, cyclist: 082F0596.TIF, skater: 081F0596.TIF, basketball player: 085F0596.TIF (layout: 005YD.EPS).

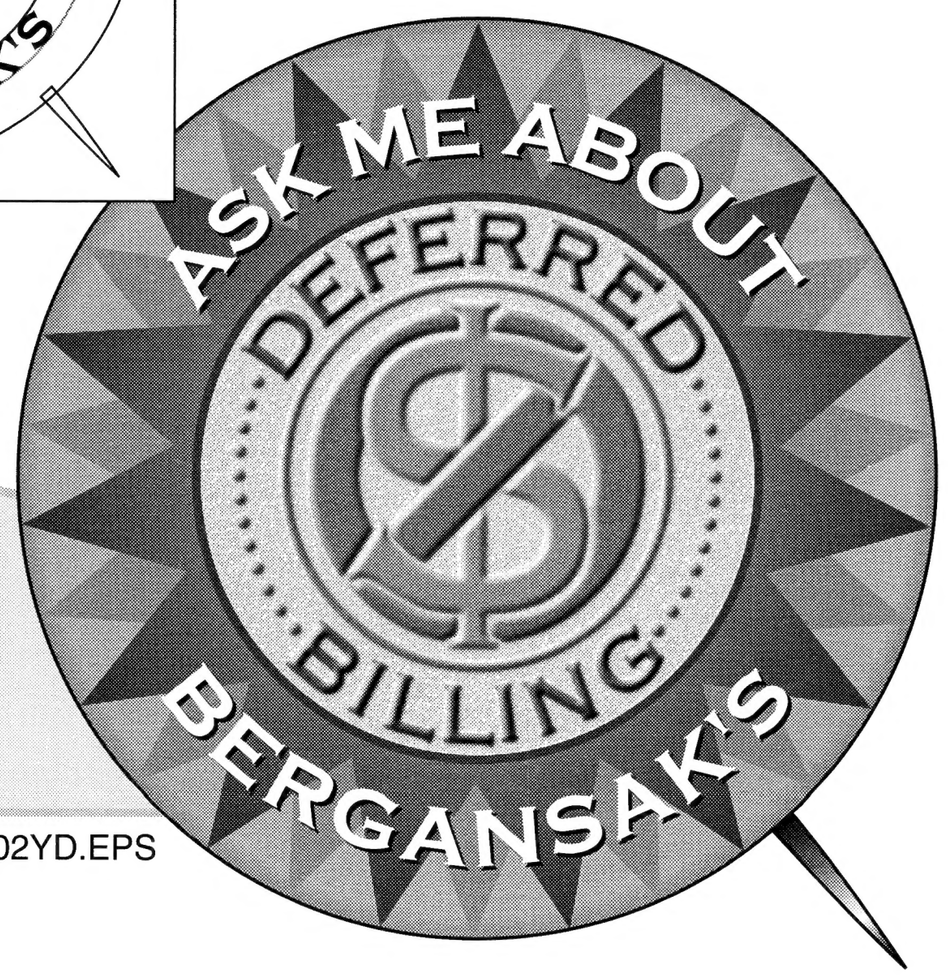


001YD.EPS

The designer isolated suns in a draw program from a southwestern border for the doorhanger above. She changed the fill colors then applied the KPT Shadowland filter to add dimension to the art.

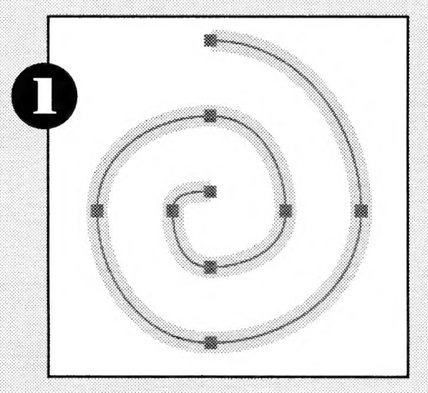


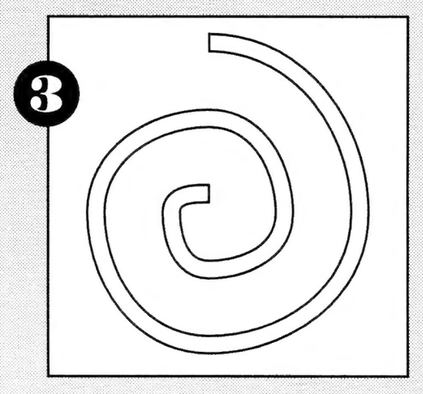
To create the curved type surrounding the art on the deferred billing button below, the designer made two separate text paths in Illustrator. He drew a circle and typed "Ask me about" with the path type tool. Next, he selected the circle with the group selection tool, copied it, and pasted the copy in front of the first circle. He enlarged the copy with the scale tool then typed the store name. Finally, he double-clicked the cursor to flip the store name to the bottom of the circle, as shown at left.

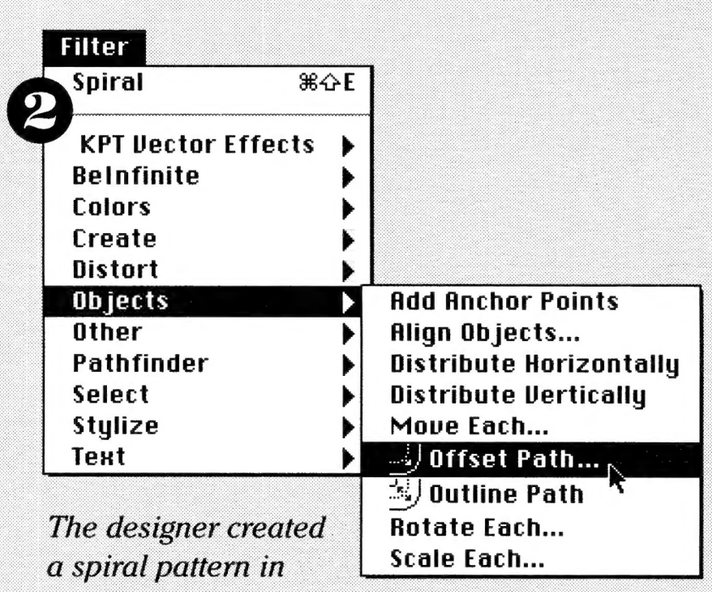


002YD.EPS

003YD.EPS

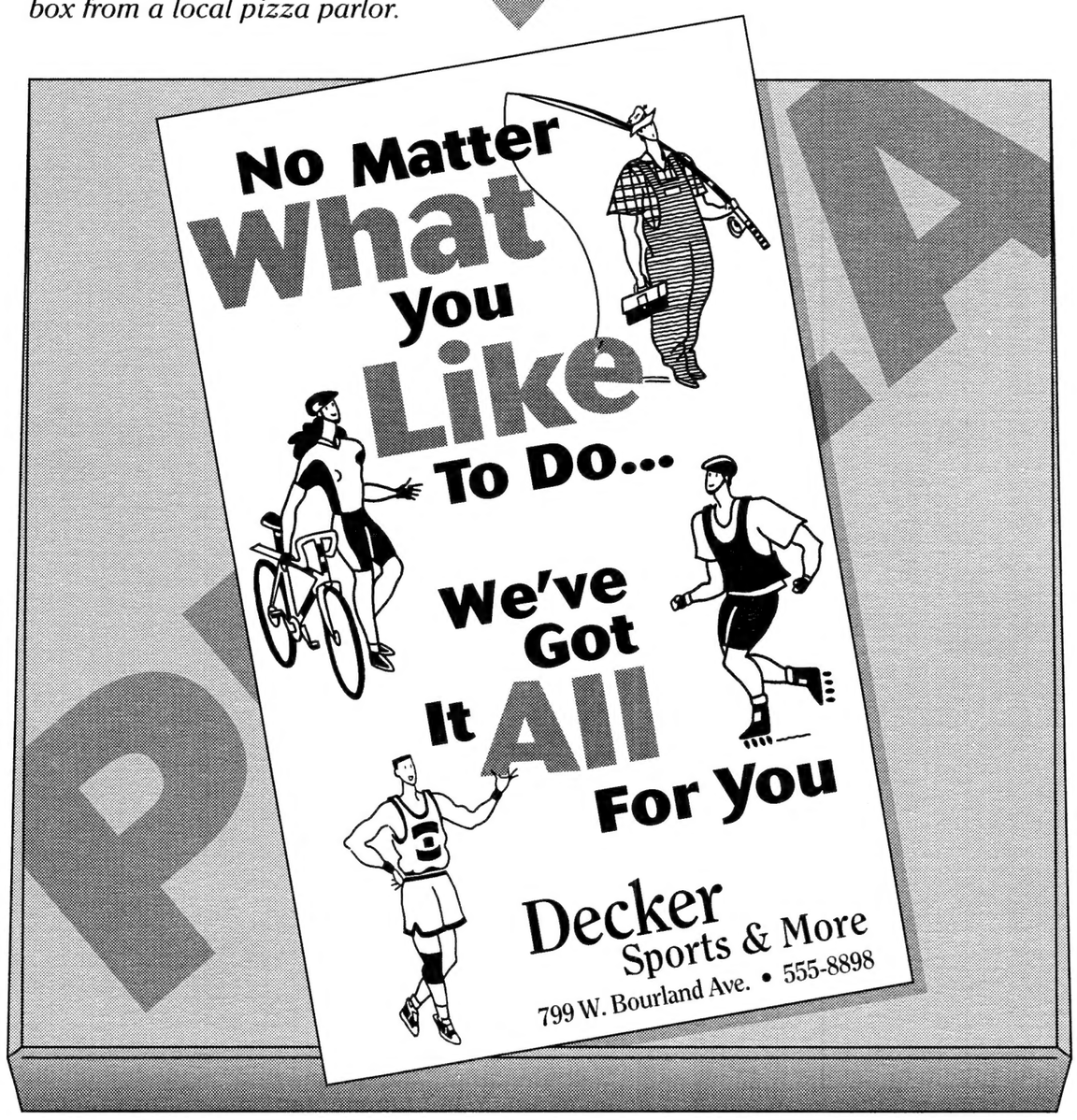






*The designer created a spiral pattern in Illustrator to accent the art on the shopping bag at left. She chose Filter, Create, Spiral, then repeated, flopped and rotated the spirals and assigned them each a stroke **(1)**. She applied the Offset Path filter **(2)** in order to turn them into shapes **(3)**. Then she selected all the spiral shapes and used the gradient vector tool to fill them.*

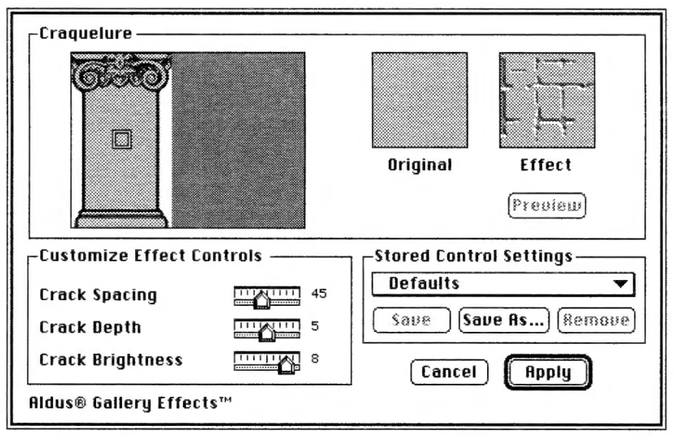
Cartoon-style sports figures were positioned to tie-in with type on the flyer below. The flyer could be stapled to a box from a local pizza parlor.



005YD.EPS

In your best
INTEREST
low-interest personal loans
Take a trip, redecorate your home, pay off some bills! A low-interest personal loan can make anything possible.
Bensonville Bank

004YD.EPS



The designer added a gray fill to the column above in a draw program. She opened the file in Photoshop and applied the Craquelure filter, using the settings shown at left, for a textured look.

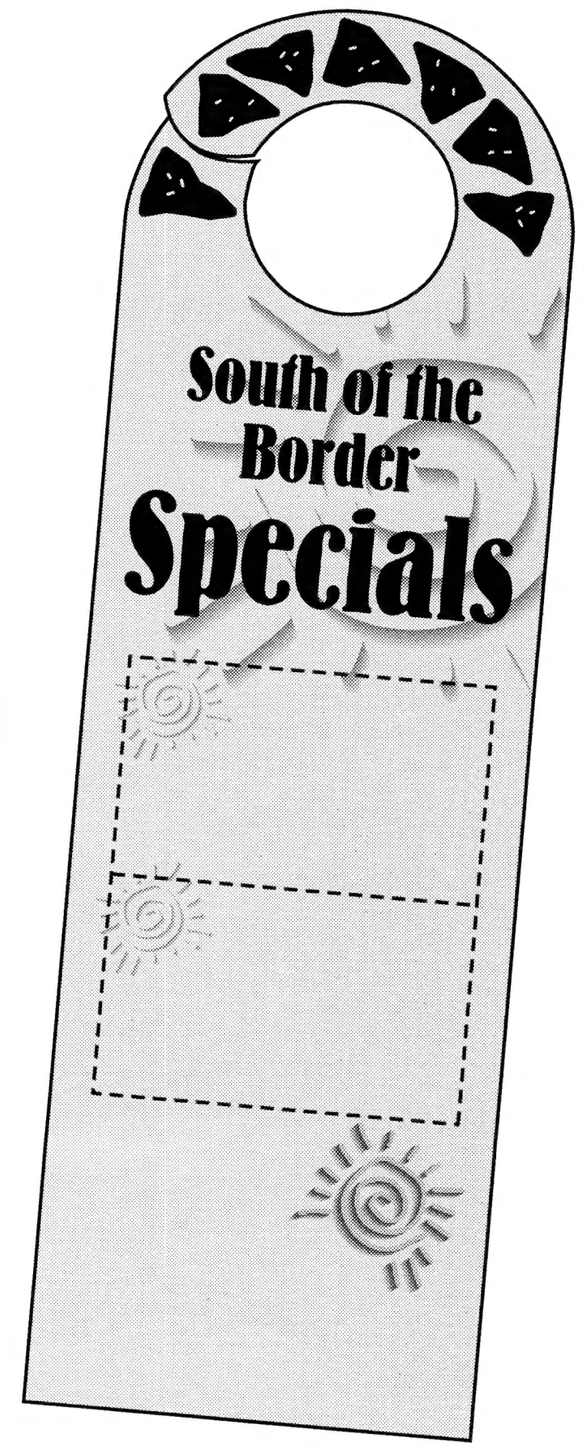
Ready-Made Layouts: Now Available on CD!

If you see a design in *TearSheet* that will work for your current project, you don't have to take the time to recreate it! The layouts in *TearSheet* are now available to *EPMS* subscribers.

They're in the Ready-Made Layouts folder (for Mac users) or the Layouts folder (for PC users) on each CD. Place the layouts (provided without body copy and logos) in a page layout program. Add your text and logo for a quick design.

You'll see a number next to each layout in *TearSheet*. Open the Layouts folder on your CD, the layouts are in folders corresponding to the pages on which they appear; just check the page number in *TearSheet*. Note: The layouts featured in Idea File and the Desktop Design section of *TearSheet* can be found in folders titled IDEAFILE and DESKTOP. All layouts are saved as Illustrator 3 documents; check your software manuals to determine program compatibility.

If you receive the paper format of *Print Media Service* and would like to upgrade to a CD subscription, call CustomerOne at 1-800-255-8800. International customers, contact your local Dynamic Graphics representative.



The layouts for each TearSheet ad are provided on CD without body copy or logos, as shown here. Just add your own text and logo to complete your project. The headline for each layout has been converted to outlines/paths and cannot be changed in a page layout program.

TYPE TALK

A Few Simple Rules

You wouldn't think that adding some plain old black lines could make your type look more interesting, but it can. Adding rules to type gives readers two visual clues. The rules separate sections of type and join like items, as shown right.

Rules set both above and below a special portion of text, such as a pull quote, draw attention without adding as much weight as a full border.

Page layout programs and many word processing programs let you set horizontal rules of varying weights. Most page layout programs allow you to automatically insert vertical rules to separate columns of text. You can even make rules decorative by adding dingbats or ornaments, as shown right.

Consider weight and contrast when designing with rules — a heavy rule can overwhelm a delicate typeface. Heavy rules work best with heavy typefaces like Sans, Futura Bold, and Micro Extended Bold. When using lighter script or italic faces, user a lighter-weight rule. Combination rules look great when used with script faces for menus or elegant invitations. Don't go overboard — using too many rules can make a layout look boxed in and make reading difficult.

Menu of Services

Creative
Design
Illustration
Typesetting

Desktop Publishing
Typesetting

Support
High-speed Copying
Color Copying
Free Pick-up & Delivery

Decorative Rules:

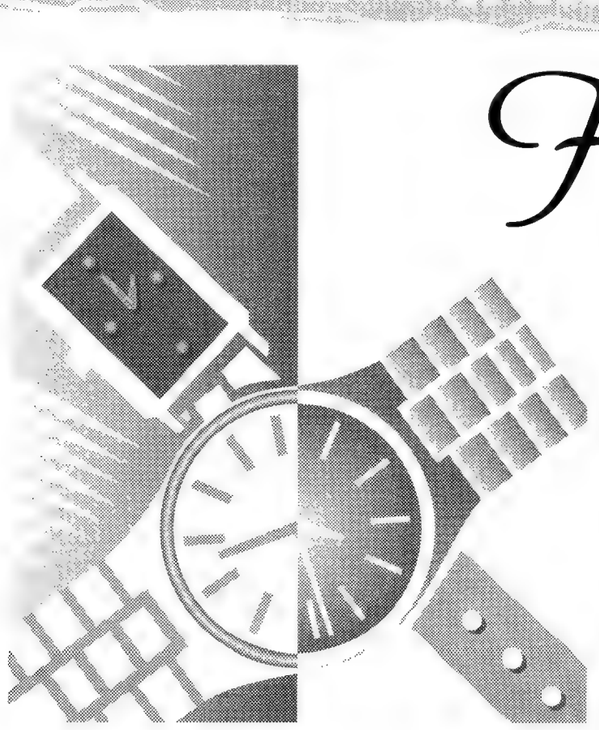
.5 pt.

1 pt.

3 pt.

1 pt. Dotted

3 pt. Combination Rule



It's that time again...

Turn to page 24 to see the completed ads for the 13-week campaign provided on this month's CD. These campaigns are presented quarterly throughout the year. Each campaign is composed of a set of art, headlines, borders, and text for use in a variety of themed 13-week advertising campaigns. Each series is designed to be used for a single advertiser once a week for thirteen weeks. The text for each ad is provided in a numbered text file (which corresponds with each numbered image) in the "13-Week Campaign" folder. You may be able to copy and paste this text into various draw or page layout programs. Or simply print the text file and type the desired copy into your layouts.

Welcome to Electronic Print Media Service! Here's how to get the most out of your art.

Numbering Conventions

Each image is identified by a number: for example, 001A0196.TIF.

- 001A0196.TIF: The first 3 digits identify the number of each image on your CD.
- 001A0196.TIF: The letter shows image type:

A: small-space ad: 1- or 2-column (2 1/16" or 4 1/4") layout including art, border and headline.
F: freestanding art: an illustration or heading. Freestanding art varies in size.
S: small TIFF ready-to-go ad at 2 columns (4 1/4") wide.
L: large TIFF ready-to-go ad at 4 columns (8 5/8") wide.
G: EPS ready-to-go ad at 3 columns (6 7/16") wide.
P: grayscale photograph.
H: high-resolution photograph.
C: color image. TIFF color images are provided in two sizes (8" high and 13" high) and may be modified in a paint or photo retouch program; EPS images are 8" high and may be modified in a draw program.
PC users: Color images are provided in RGB mode.
Macintosh users: Color images are provided in CMYK mode in two formats: TIFF and EPS Desktop Color Separations. When you place the separations in a page layout program, you will see five files included in one folder (a linking file and 4 color plates). Place the first file; it links to the color plates when you print. You need all five files to print the image .
D: duotone in two sizes, 8" high and 13" high. A grayscale version 6" high is also provided with a letter P.
T: tab cover. EPS tab covers are 8" high; TIFF tab covers are 8" high and 13" high.

- 001A0196.TIF: These digits identify the month and year of the issue.
- 001A0196.TIF: These letters indicate the file type: TIFF or EPS.

EPS (Encapsulated PostScript®) art is resolution independent: Resolution is determined by your PostScript output device. Reducing or enlarging an EPS image does not affect quality.

TIFF (Tagged Image File Format) art is bitmapped, and resolution affects quality. Grayscale and color TIFFs are provided at 170 dpi. Black and white TIFFs require higher resolution for quality reproduction, so they are provided at 300 dpi. Enlarging a TIFF image lowers its resolution; reducing it increases its resolution.

GIFT IDEAS

Make buying the perfect gift easier by shopping where you find the largest selection and lowest prices in town!

Porcelain Collectibles
Lovely, hand-painted animals, figurines, and flowers starting at $11

Fine Brass Accessories
Beautiful candlesticks, vases, boxes, and baskets starting at $8

Bundy Stuffed Animals
Plush bunnies, chicks, bears, and more starting at $7

Austrian Crystal Items
Jewelry boxes, vases, prisms, candlesticks, and more starting at $10

Silver Vanity Accessories
Mirrors, vanity trays, brushes, combs, and more starting at $15

Bath & Body Care Items
Bath salts, bath and shower gels, powders, and more starting at $8

Aromatherapy Collection
Aromatherapy oils, diffusers, accessories, and more starting at $7

Fresh Floral Creations
Flower arrangements, bouquets, corsages, and more starting at $15

The Gift Emporium
566 S. Bernhard St. • 555-9786 • Mon.–Sat. 8–9, Sun. 8–5

063Y-1.EPS

HEADLINE DECORATIVE HEADINGS & ALPHABETS, VOL 2

Remember Her With Sweet Scents

Treat your Mother with a custom-made fragrance created from essential oils, or any of the scented bath or body potions from our extensive Scentual Line!

- *Aromatic Bath Salts*
- *Bath & Shower Gels*
- *Scented Body Powders*
- *Scented Body Lotions*
- *Scentual Fragrances*
- *Custom Fragrances*
- *Aromatherapy Oils*
- *Home Scents & Oils*

Cami Ann's Home & Bath Boutique
Mayfair Mall • 555-7463

062Y-1.EPS

Give Something Special

Treat yourselves to an island cruise for couples!
Special cruises to the Bahamas and the U.S. Virgin Islands for couples only are a terrific value this month!

4-day cruise to the U.S. Virgin Islands $450 or a 4-day cruise to the Bahamas

Carlson Travels
555-8695 • 601 S. Main

061Y-1.EPS

HEADLINE MAY 95 PRINT MEDIA SERVICE

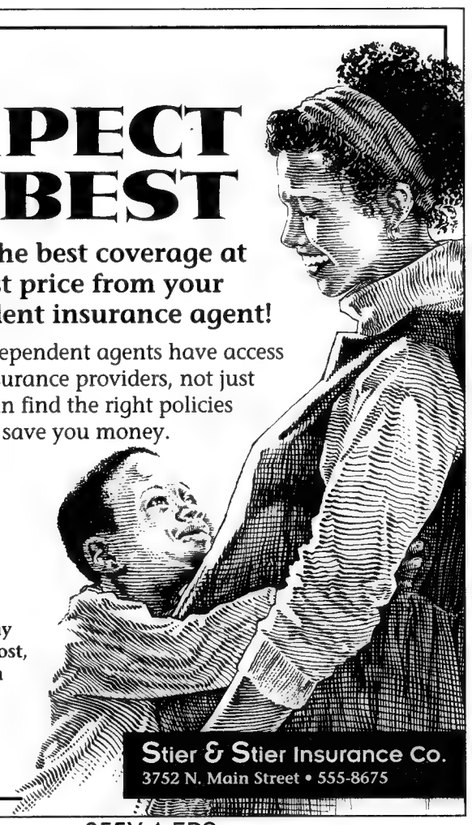
You EXPECT The BEST

You get the best coverage at the lowest price from your independent insurance agent!

Because independent agents have access to lots of insurance providers, not just one, they can find the right policies for you and save you money.

- **Life**
- **Health**
- **Auto**
- **Home**
- **Renter's**

Come in today for your no-cost, no-obligation complete insurance coverage review!



Stier & Stier Insurance Co.
3752 N. Main Street • 555-8675

055Y-1.EPS

Especially FOR YOU

HEADLINE JAN 87 PRINT MEDIA SERVICE

063Y-1.EPS

HEADLINE DECORATIVE HEADINGS & ALPHABETS, VOL. 2 BRANCHES DEC 93 CLIPPER

057Y-1.EPS

Look At This Month's Video Rental Special!
Rent two movies at regular price, get a third rental
FREE!
Offer good thru 5/31/96.

SHOWTIME VIDEO
243 S. Main St. • 555-3524

Here's A Special Treat

058Y-1.EPS

Take Your Pick

Buy any regularly priced item* and you save 30%!
Yes, that's right! Purchase any regularly priced item* in stock and we'll take 30% off our already low everyday price.

Clip this coupon and we'll take 30% OFF
Offer good on any regularly priced item.*
Coupon expires 5-12-96.
*Excludes fine jewelry, cosmetics, fine fragrances, and electronics.
Bergans

- Women's Wear
- Men's Wear
- Kids' Wear
- Bedding
- Linens
- Fashion Jewelry
- Housewares
- Shoes & Boots
- Accessories
- Lingerie

** Offer excludes fine jewelry, cosmetics, fine fragrances, and electronics.*

Bergans
in Marley Mall

063Y-2.EPS

Find the perfect gift for your mom *and* get the perfect presentation!
Get **FREE** gift wrapping with any purchase of $20 or more

Packaged With Care

- Women's Wear
- Men's Wear
- Kids' Wear
- Fine Jewelry
- Bedding
- Linens
- Fashion Jewelry
- Fine Fragrances
- Housewares
- Shoes & Boots
- Accessories
- Lingerie

Always the perfect thing!

Bergans
in Marley Mall

063Y-3.EPS

Here's The Latest

Check out these terrific gift options at value prices!
Moms love fashionable gifts from Women's Wear

Leggings	$14.99
Cotton, seven colors, sizes S–XL	
Henley Tops	$24.99
Cotton, seven colors, sizes S–XL	
Capri Pants	$17.99
Cotton, five colors, sizes S–XL	
Polo Shirts	$19.99
Cotton, six colors, sizes S–XL	
Silk Blouses	$31.99
Eight colors, sizes 6–16	
Silk Pants	$29.99
Eight colors, sizes 6–16	
Silk Wrap Robe	$41.99
Six colors, sizes S–XXL	

Always the perfect thing!

Bergans
in Marley Mall

063Y-4.EPS

HEADLINE DECORATIVE HEADINGS & ALPHABETS, VOL 2

Mother's Day

Treat Her Like A Queen On Her Special Day

SAVE 10% on women's terry robes
Wrap her up in the ultimate in comfort and luxury with a terry robe in pastels or primary shades.

SAVE 15% on women's separates
She'll look good and feel great when she's stepping out in these easy-wear, easy-care tops, and bottoms.

SAVE 20% Save on great accessories
Give her fine leather accessories, a purse, backpack, wallet, or maybe a canvas tote. Come shop early &

SAVE 25% on women's athletic shoes
Whether she likes to run, walk, play golf or tennis, or shop, we've got the shoes she needs to do it in.

SAVE 30% on beautiful sundresses
Give her a new look with a cool cotton sundress that works its way from spring right into summer.

SAVE 35% on all previously reduced clearance merchandise
Take an additional 20% off the price of all previously reduced clearance merchandise in every department in the store. Choose from clothing, linens, accessories, jewelry, shoes, electronics, housewares, and more.

SAVE 20%

Hurry! A great sale like this won't last forever! These special savings are good thru this Saturday.

Cunningham & Company
477 S. Main St. • 555-9788 • Mon.–Sat 9–9, Sun. 10–5

062Y-2.EPS

HEADLINE DECORATIVE HEADINGS & ALPHABETS, VOL 2

For Mother With Love

Give her a gift that will last her a lifetime–a gift of fine jewelry, fine china, porcelain, or crystal from our peerless selection.

20% off Selected Mother's and Grandmother's jewelry.
Offer is good through Saturday, May 11, 1996.

Corbie Jewelers
435 S. Main • 555-7968
Mon.–Sat. 8–6

056Y-1.EPS

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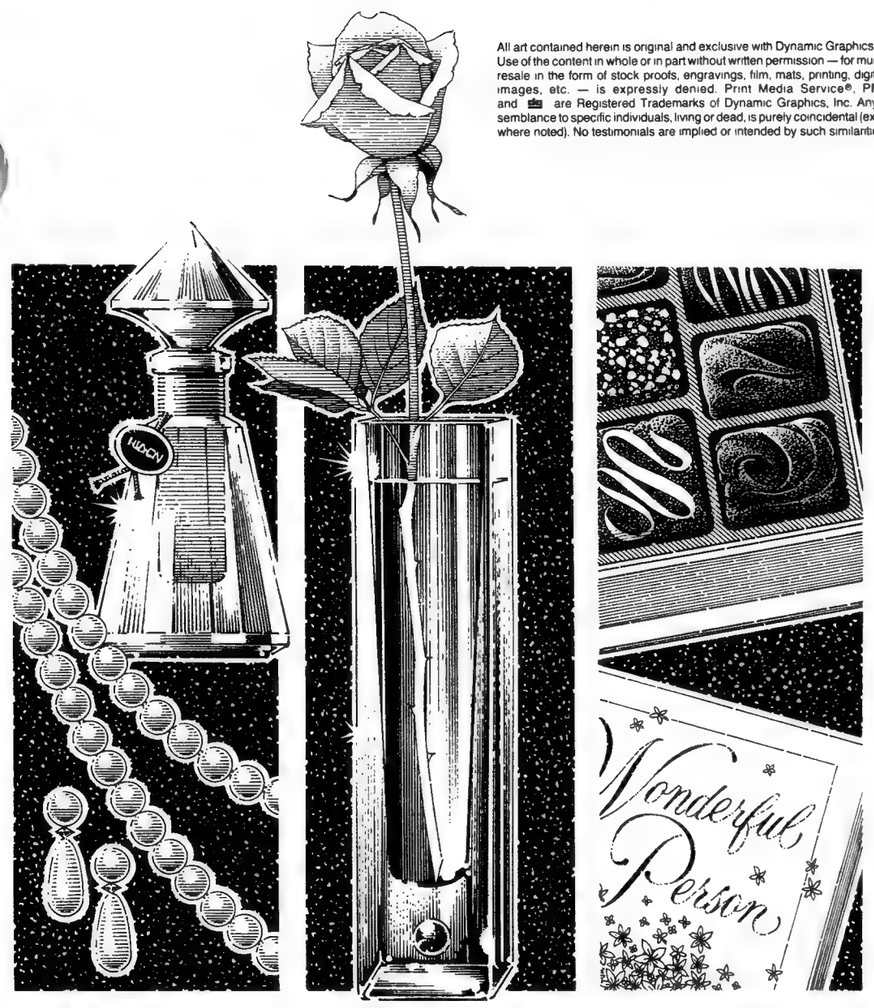

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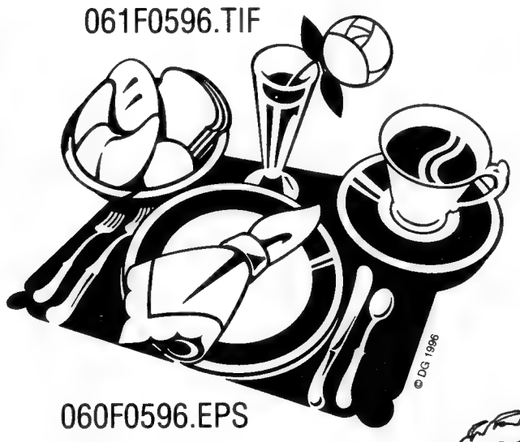

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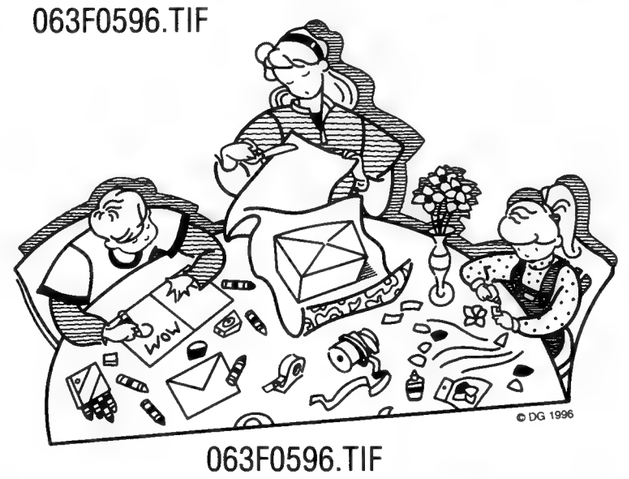

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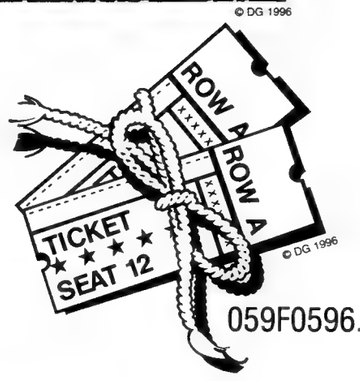

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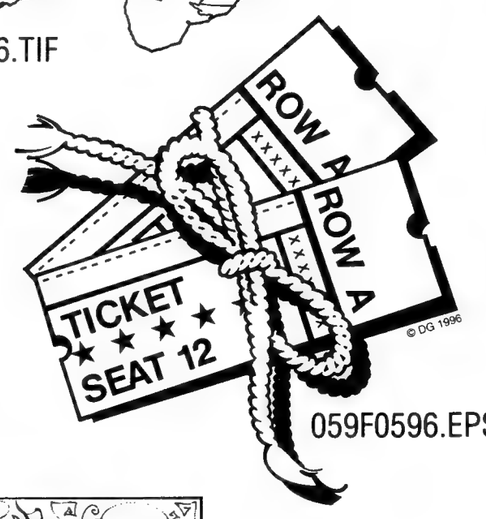

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A STAR Performance

Treat your car like a star with our oil change and lube special using Artco Motor Oil!

OIL, LUBE, & FILTER CHANGE

Includes a new Artco oil filter, up to five quarts of the Artco Motor Oil preferred by your auto maker, complete lube job, and recycling of used motor oil.

15.95 plus tax

Offer ends 5/31/96.

LAWSON
Automotive Center
3238 S. Frontage • 555-2567
Open Mon.–Fri. 8–8, Sat. 8–7
Fast Oil Changes Our Specialty!

098Y-1.EPS

SERVICE with a SMILE

Our friendly staff of automotive experts repair your car the right way–right away!

Whether your car needs a simple oil change or a complicated transmission repair, we can handle it! Our staff of automotive technicians are qualified, experienced, and ready to get your car working and back on the road in no time at all. Fast, free, written estimates are available for major repairs. Call or visit us today.

LAWSON
Automotive Center
3238 S. Frontage • 555-2567
Open Mon.–Fri. 8–8, Sat. 8–7
Fast Oil Changes Our Specialty!

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March In For SAVINGS

Variety Pack Cookies	$1.39	Rolled Oats 12 oz. tub	99¢
Tastee Onion Dip 12 oz. tub	89¢	Iceberg Lettuce 1 head	89¢
Swiss Cheese 1/2 lb. pkg.	99¢	1 gal. Dairy 2% Milk	$1.89
Country Farm Hot Dogs	$2.39	Xippy Cola 2 liter bottle	99¢
Hot Dog Buns 8 ct. pkg.	79¢	Chocolate Chips 10 oz. bag	89¢
Bumbalough Soups 8 oz. can	89¢	AC Salad Dressing 12 oz. bottle	99¢
Ace Frozen Veggies 14 oz. bags	99¢	12 oz. Casa Salsa	$2.29
Cleanzit Laundry Detergent	$4.39	Tastee Soup Mix 8 oz. pkg.	99¢
Cheezy-In-A-Jar 10 oz. jar	99¢	Bakery Fresh Fruit Pies	$3.89

Coupon — *Peppytime* **Soft Drinks** 99¢ 2 liter bottle — *Expires 5/31/96*

Coupon — *Krunchy Krisp* **Chips** $1.99 16 oz. bag — *Expires 5/31/96*

Coupon — *Chilly Treat* **Ice Cream** $1.89 1/2 gallon — *Expires 5/31/96*

Leeland Food Basket

1287 Wilson Street • Open 24 hours

101Y-2.EPS

Their platforms may be different, but their delivery is the same
Present this ad and save 10% on your next delivery
Includes package pick-up, packaging services, and shipping.
10% OFF
Delivery Express
Corner of Peru & Main • 555-3465

103Y-1.EPS

"SAVINGS" MAY 94 PRINT MEDIA SERVICE

Hats Off To Savings

Save up to **50%** every day!

Save big without sacrificing quality. Choose carpeting by famous makers delivered direct from the nation's finest carpet mills in Georgia.

Carpet Plaza
345 Main • M–S 9–9

106Y-2.EPS

098Y-2.EPS

BORDER JULY 94 PRINT MEDIA SERVICE

The AMERICAN Way To Save

Tool King **Cordless Drill** $57.96 — 5 bits included

Steelco **Tomato Cages** $1.96 — 4 band style

Kahler **Lawn Fertilizer** $5.24 — 5 lb. bag

SAVE 15% on all HomeStyle Lawn Furniture

Keller HOME CENTER 5629 Leeland

SAVE 25% on all Greenco Garden Tools

Theobald's Best **Work Boots** $29.96 — Various sizes & styles

Steelco **Planter Boxes** $9.96 — Resin plastic

Kahler **Grass Seed** $7.96 — 1 lb. bag

Open M–F 8 a.m.–9 p.m. S & S 9 a.m.–7 p.m.

097Y-2.EPS

Cast your **VOTE** for savings

Take an additional **20–40%** off already reduced items

Throughout the month of May save on linens, electronics, jewelry, accessories, shoes, housewares, and much more!

Open Daily 9–9

101Y-1.EPS

stretch your dollar

buy one get one free sale

Now is the time for all smart shoppers to stock up on these and many more two-for-one clothing deals in every department. Sale prices good through this Saturday only!

MEN'S & WOMEN'S

- **Men's Shirts** — *Buy one dress shirt at regular price and get a second one FREE*
- **Women's Skirts** — *Buy one skirt at regular price and get a second one FREE*
- **Men's Socks** — *Buy a 6 ct. pkg. of dress socks at regular price and get a second pkg. FREE*
- **Women's Scarves** — *Buy one silk scarf at regular price and get a second one FREE*

CHILDREN'S

- **Toddlers' shoes** — *Buy one dress shirt at regular price and get a second one FREE*
- **Boys' Blue Jeans** — *Buy one pair at regular price and get a second pair FREE*
- **Infants' Onesies** — *Buy a 3 ct. pkg. of onesies at regular price and get a second pkg. FREE*
- **Girls' Sweats** — *Buy one top or pant at regular price and get a second one FREE*

Husker Clothing

5627 Main • Mon.–Sat. 10 a.m.–8 p.m.

100Y-1 EPS

Hurry in for the best selection!

VOTE FOR SAVINGS

Sale prices good thru Saturday!

Check out the incredible deals on new and pre-owned cars, trucks, and vans!

95 Crabbe Nebula	$11,675
94 Tonda Kicker	$21,995
95 Venus Zephyr	**$18,435**
94 Texxus Luxuria	$10,995
95 Genghis Khan	$9,995
95 Tonda Wagon	$11,675
94 Tonda Minivan	$21,995
93 Gratton Sedan	$18,435
94 Kubla Khan	$10,995
93 Ryder Ranger	**$28,435**

Be sure to bring in your trade-in! We need quality pre-owned cars, trucks, and vans to meet the demand.

NEW **1996** Piñata Pueblo Van Regularly $23,995 now starting at **$20,995**

95 Gratton Sportster	$9,995
95 Tonda Placida	$11,675
94 Konno Massa	$21,995
95 Venus DeMilo	**$16,435**
94 Texxus Xcel	$23,995
95 Tonda Valerio	$9,995
94 Konno Van	$21,995
94 Cord Wagoneer	$15,995
93 Cord XTC	**$28,435**
94 Geode Metra	$17,995
95 Konno Zippy	$9,995
94 Tonda Starr	$21,995
94 Montana Butte	$25,995
94 Geode Presidio	$19,995
93 Geode Minivan	**$20,435**

Keep your vehicle running smoothly with regular maintenance and repairs at our Service Center!

Special, on-site financing available to qualified buyers through Reddy Credit Union.

NEW **1996** Tondo Merrit Regularly $32,995 now starting at **$29,295**

Get great service after the sale!

You won't believe the huge selection of quality new and pre-owned cars, trucks, and vans available to meet all your transportation needs!

NEW **1996** Piñata Pasa Sedan Regularly $21,995 now starting at **$18,995**

LAWSON
Automotive Center
3238 S. Frontage • 555-2567
Open Mon.–Fri. 8–8, Sat. 8–7
Your Quality Car, Truck, and Van Center!

- **Take advantage of special manufacturer's rebates on many new cars, trucks, and vans!**
- **Affordable leases available on many new vehicles in stock!**

BORDER JULY 94 PRINT MEDIA SERVICE

105Y-1.EPS

Laugh all of the way to the bank!

You save big bucks with our amazingly low prices on new and pre-owned cars, vans, and trucks. Come choose from the largest selection of quality vehicles in town and then get low-interest, on-the-spot financing and/or great rebates. What a super deal!

Financing 7.9% APR

On-the-spot financing available to qualified buyers purchasing a new car, truck, or van!

LAWSON
Automotive Center
3238 S. Frontage • 555-2567
Open Mon.–Fri. 8–8, Sat. 8–7
Fast Oil Changes Our Specialty!

096Y-1.EPS

EVERYONE WINS with these deals

These special sale prices good through this Saturday only!

Check out these and more incredible deals in every aisle throughout the store!

- 10 oz. bag **Peanuts** 99¢
- 100% Cotton Bath **Towels** $5.39
- 1 oz. Lauren Lane **Perfume** $6.99
- 12 oz. Can Spray **Starch** $1.29
- 10 oz. bag **Candy** 99¢
- Ace Microwave **Popcorn** $2.39
- 8 oz. Shiny Hair **Shampoo** $6.99
- **Open Daily 8 to 8** 137 Rand Pkwy.

Dynamic Discounts

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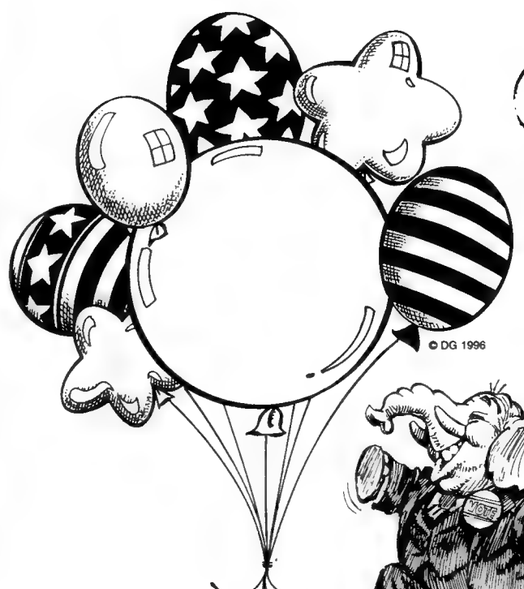

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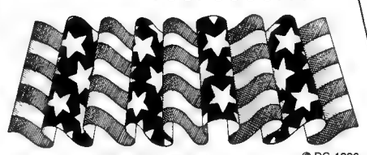

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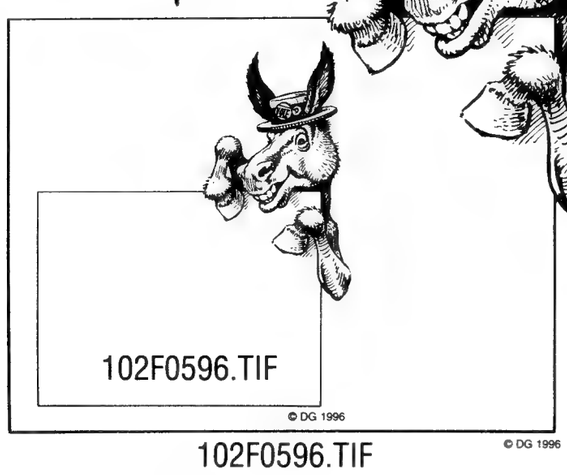

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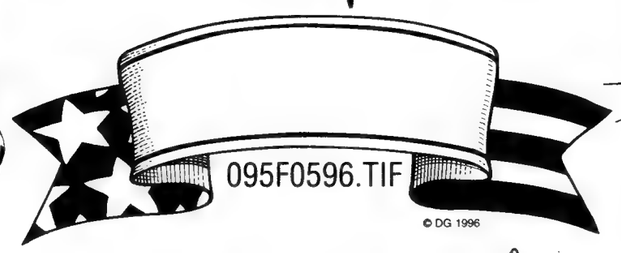

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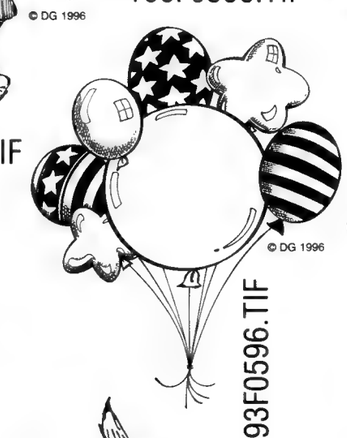

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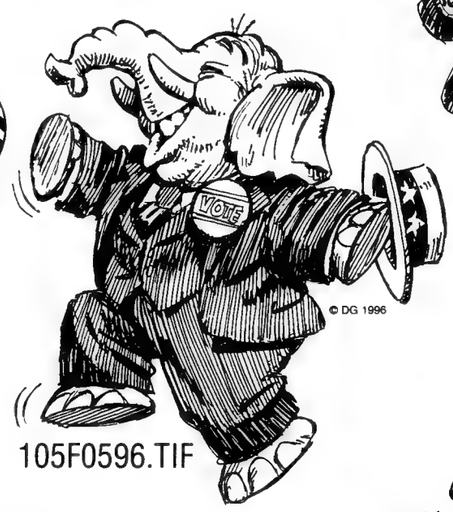

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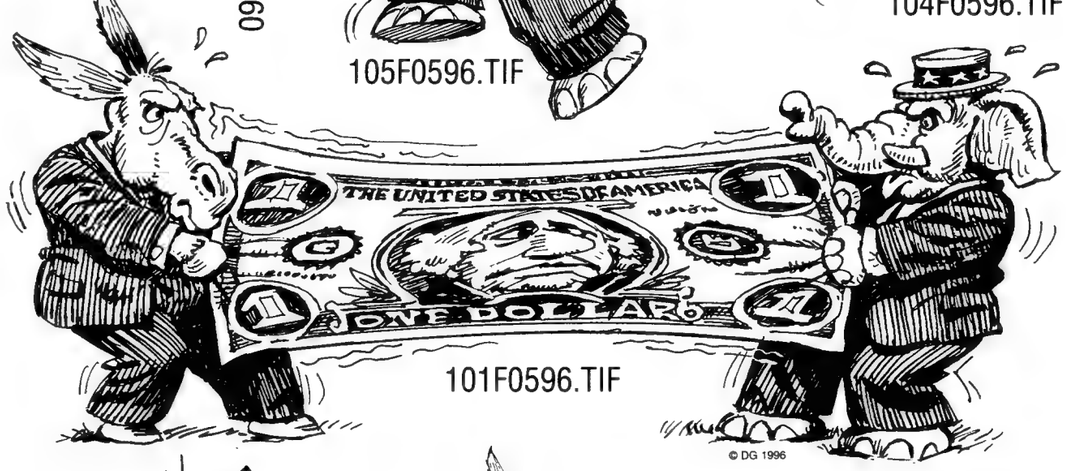

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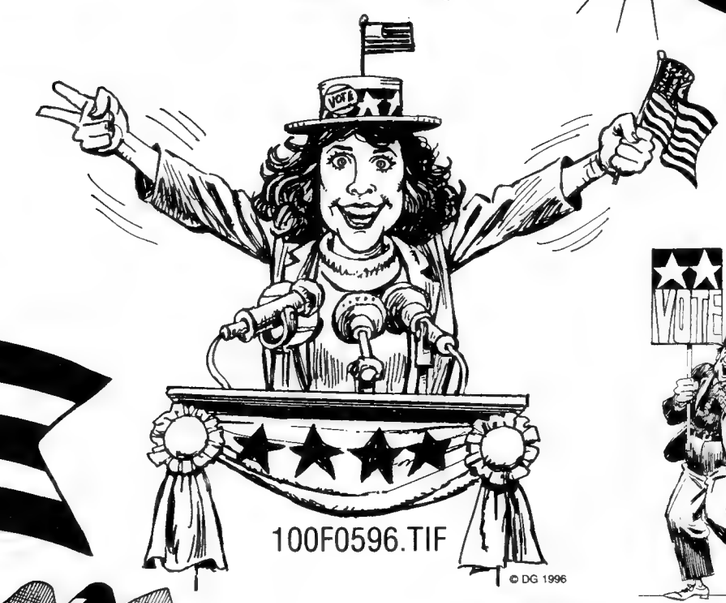

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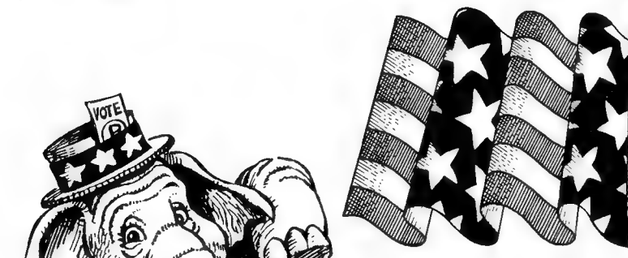

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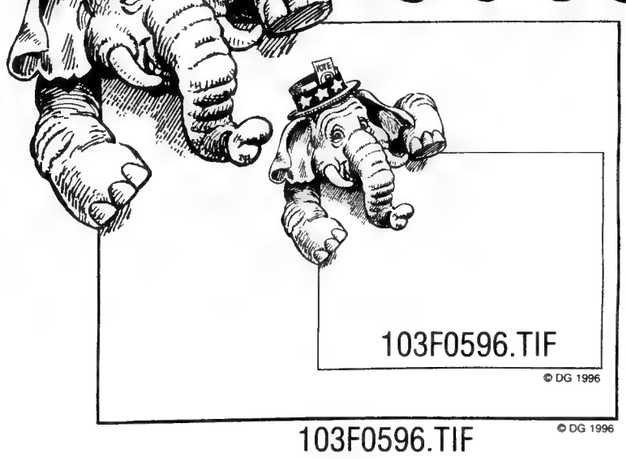

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Note: Numbers identify images for Electronic PMS subscribers.

Just for Mom
This Mother's Day find the perfect gift to show your Mom just how much she means to you. Our incredible selection makes it easy!
WOMEN'S SUITS
Originally $115–$325
Now $99–$229
SEPARATES
Originally $59–$139
Now $49–$109
DRESS SHIRTS
Originally $24–$46
Now $19–$34
Cunningham & Company
Clocktower Plaza • Open Daily 9–9

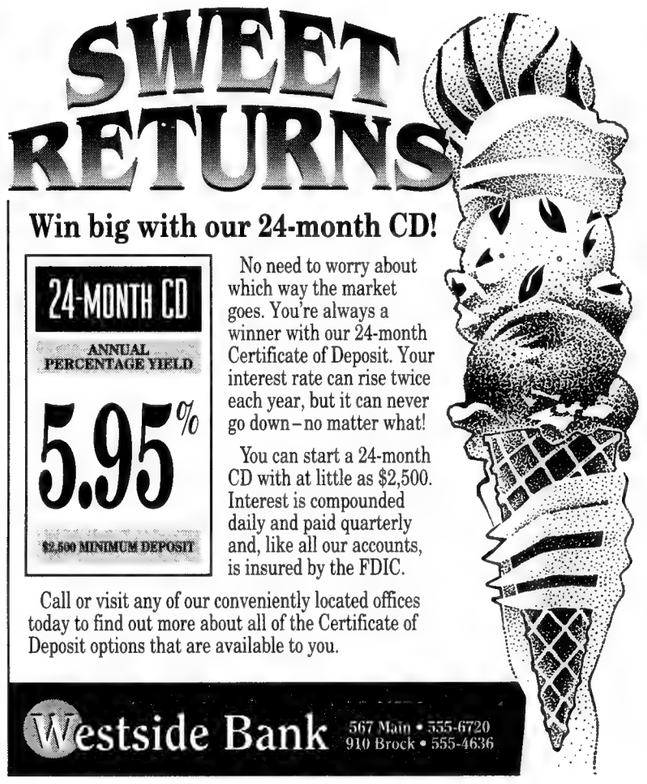
HEADLINE MAY '93 PRINT MEDIA SERVICE

076Y-1.EPS

Backyard BARBECUE FAVORITES
Henderson Food Mart
4563 Meridian • Open 24 Hours
2 liter bottle Fizzy Soda 99¢
1/2 lb. Dairy Best Cheddar Cheese $1.99
1 lb. bag Vidalia Onions $1.09
2-roll pkg. Dri-Up Paper Towels $1.39
1 lb. bag Krunchees Potato Chips $1.49
1 liter bottle Ava Mineral Water 99¢
20 oz. pkg. Frozen Corn 99¢
14 oz. box Breakies Cereal Flakes $1.99
Fresh Ground Hamburger 99¢ lb

HEADLINE APR '93 PRINT EMDIA SERVICE

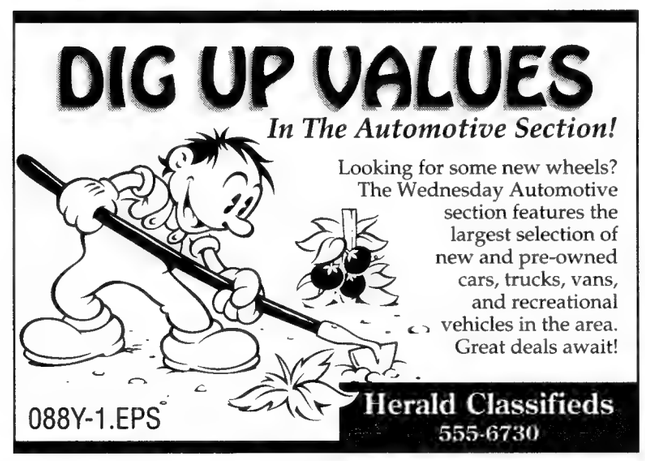
091Y-1.EPS


SWEET RETURNS
Win big with our 24-month CD!
24-MONTH CD
ANNUAL PERCENTAGE YIELD
5.95%
$2,500 MINIMUM DEPOSIT
No need to worry about which way the market goes. You're always a winner with our 24-month Certificate of Deposit. Your interest rate can rise twice each year, but it can never go down–no matter what!
You can start a 24-month CD with at little as $2,500. Interest is compounded daily and paid quarterly and, like all our accounts, is insured by the FDIC.
Call or visit any of our conveniently located offices today to find out more about all of the Certificate of Deposit options that are available to you.
Westside Bank 567 Main • 555-6720 910 Brock • 555-4636

076Y-2.EPS

090Y-1.EPS

COOL OFF
With Terrific Deals In The Classifieds!
Whether you're looking to chill out with a ceiling fan, an air conditioning unit, or a swimming pool, you can find these and hundreds of other goods and services every day in the classifieds. They're filled with the coolest deals!
Herald Classifieds
555-6730


DIG UP VALUES
In The Automotive Section!
Looking for some new wheels? The Wednesday Automotive section features the largest selection of new and pre-owned cars, trucks, vans, and recreational vehicles in the area. Great deals await!
Herald Classifieds
555-6730

088Y-1.EPS

Sole Survivor
If your kids wear out their shoes at lightening speed, then you should shop and save during our Big Summer Sale. Through this Saturday only, save an additional 20% on our already low children's shoe prices. What an incredible deal!
Save 20% on all kids' shoes
Shoes4Less
672 Haverford • Mon.–Sat. 9–9

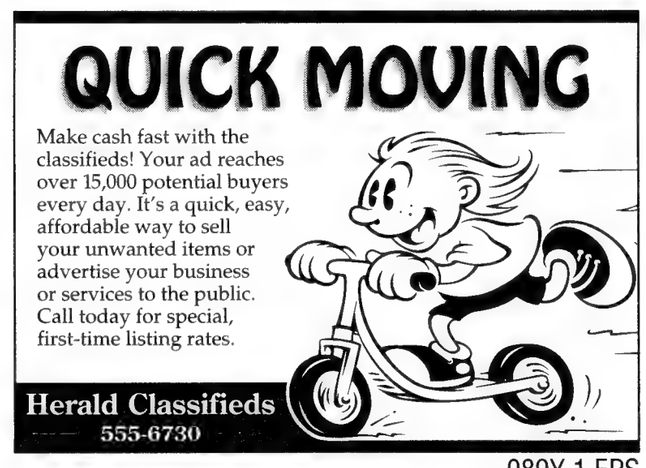
089Y-2.EPS

In Life's Game,
Consistency Is The Key
When it comes to smart investing, the best way to play the game is to stay in it for the long haul. Long-term programs are the most likely to yield the most consistent, highest returns. Find out more about all of the investment programs we have to offer. Call today.
INVESTMENT
INVESTMENT COMPANY
4519 KIRKLAND AVENUE • 555-8920

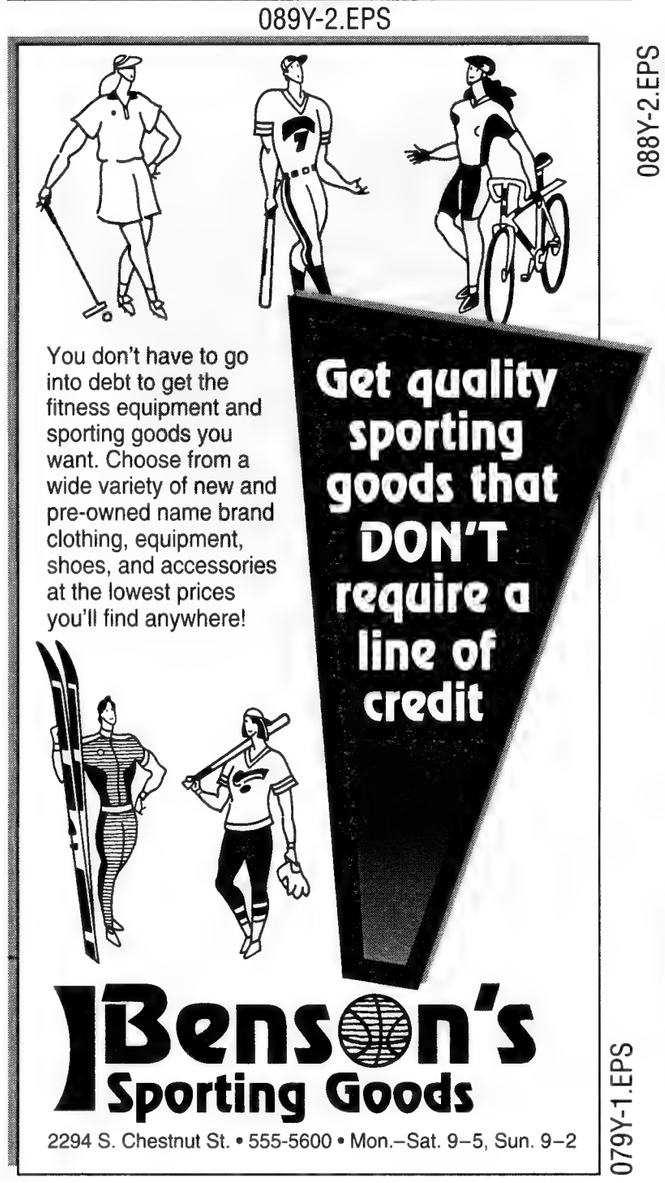
077Y-1.EPS

Just Add Water
Keeping your lawn looking beautiful and weed-free is easier than you think. Just let our pros take care of it for you! Environmentally friendly weed killers and fertilizers put your lawn into tip-top condition. The only thing left for you to do is add water and mow it. Call today and ask about our lawn care specials.
Theobald Lawn Service
555-4636

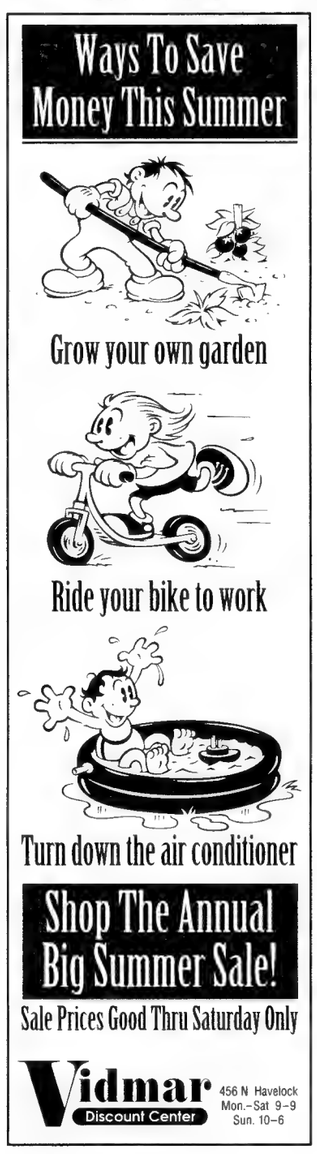
090Y-3.EPS


QUICK MOVING
Make cash fast with the classifieds! Your ad reaches over 15,000 potential buyers every day. It's a quick, easy, affordable way to sell your unwanted items or advertise your business or services to the public. Call today for special, first-time listing rates.
Herald Classifieds
555-6730

089Y-1.EPS


You don't have to go into debt to get the fitness equipment and sporting goods you want. Choose from a wide variety of new and pre-owned name brand clothing, equipment, shoes, and accessories at the lowest prices you'll find anywhere!
Get quality sporting goods that DON'T require a line of credit
Benson's Sporting Goods
2294 S. Chestnut St. • 555-5600 • Mon.–Sat. 9–5, Sun. 9–2

088Y-2.EPS


Ways To Save Money This Summer
Grow your own garden
Ride your bike to work
Turn down the air conditioner
Shop The Annual Big Summer Sale!
Sale Prices Good Thru Saturday Only
Vidmar Discount Center
456 N Havelock
Mon.–Sat 9–9
Sun. 10–6

079Y-1.EPS

090Y-2.EPS

FUN in your own backyard
Make a big splash with super savings on just about everything you need to enjoy the great outdoors!
5 lb. bag Primo Organic Potting Soil $3.99
20 ft. reel Tuffy String Trimmer Line $2.99
12 oz. bottle FernGro Liquid Plant Food $4.99
14 oz. bottle Attax Weed Killer $5.99
Cushion handled Hand Spade $6.99
SAVE 25% All Weederman Gardening Tools
Hey! Dig these amazing deals!
Cushion Handled Long-Handle Hoe $19.99
Long-Handled Branch Trimmer $29.99
Weederman Cordless Power Drill $49.99
Splashmaster Pool Filter $39.99
Splashmaster Starter Set Pool Chemicals $29.99
White or Green Stacking Resin Chairs $12.99
Moroccan Woven Hammock $49.99
White or Natural Wood Planter Boxes $19.99
10 oz. can Trilco Spray Paint $1.59
2 gal. plastic Watering Can $4.99
Decorative Ceramic Planter $8.99
5 gal. drum Aceco Driveway Sealant $11.99
SAVE 15% On All Swimming Pool Accessories
SAVE 20% On All In-Stock Lawn Furniture
Hurry! These savings won't last long!
WILLIAMSON HOME CENTER
6739 West Brookdale • 7145 Cunningham Drive
Mon.–Fri. 8 a.m.–8 p.m., Sat. 8 a.m.–7 p.m., Sun. 10 a.m.–4 p.m.

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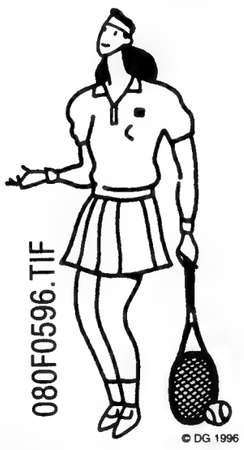

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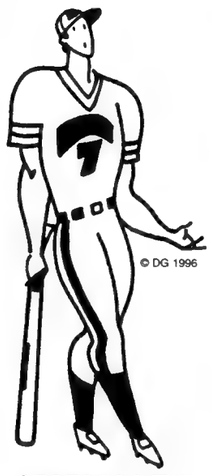

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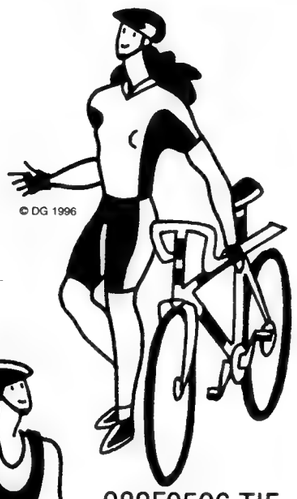

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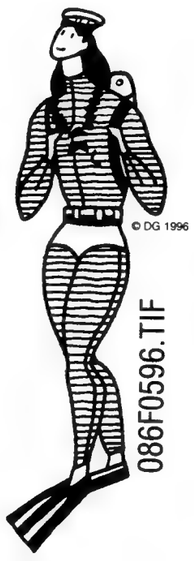

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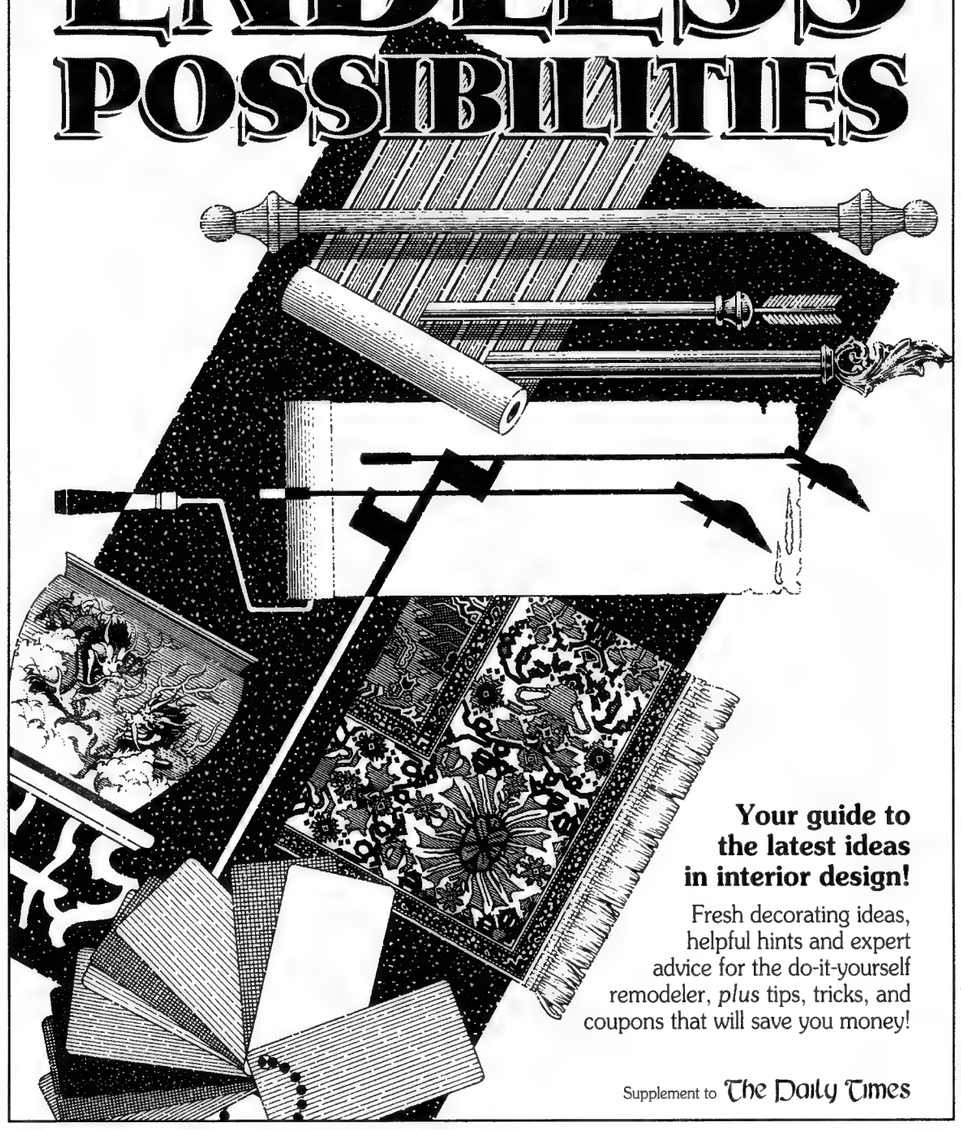
ENDLESS POSSIBILITIES



Your guide to the latest ideas in interior design!

Fresh decorating ideas, helpful hints and expert advice for the do-it-yourself remodeler, *plus* tips, tricks, and coupons that will save you money!

Supplement to The Daily Times

DESIGNS FOR living

Create comfortable living spaces with affordable, quality furniture

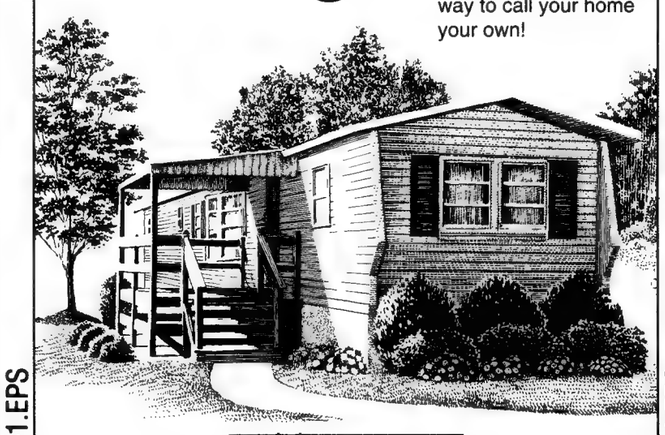
Classic and contemporary styles, inspiring arrangements, and our friendly, helpful staff await you in our design display gallery. Come find a new look for your home.

Bergans HOME
Valley Mall

066Y-1.EPS

are you tired of renting?

If you never thought you could afford a place of your own, you haven't thought of one of the premier modular home developments in the area. An affordable way to call your home your own!



Golden·Acres
Office: 555-9867

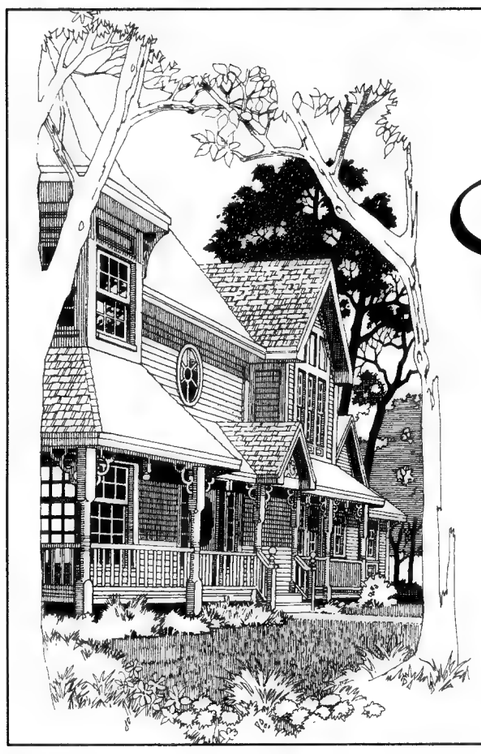
064Y-1.EPS

Don't paint yourself into a corner!

Get the qualified, professional help you need to get the job done right.

Office Temps
555-HELP

068Y-2.EPS



·OLD·FASHIONED·
Elegance

Make your escape this weekend! Come relax and experience three gourmet meals and unparalleled service in quaint, Victorian surroundings. Special weekend rates are:

2 Nights.....$125
or
3 Nights.....$189

Old Valley
Bed and Breakfast

4724 South Witley, North Lewistown
Pisa Accepted
311-555-8676

065Y-2.EPS

Looking for a NEW HOME?

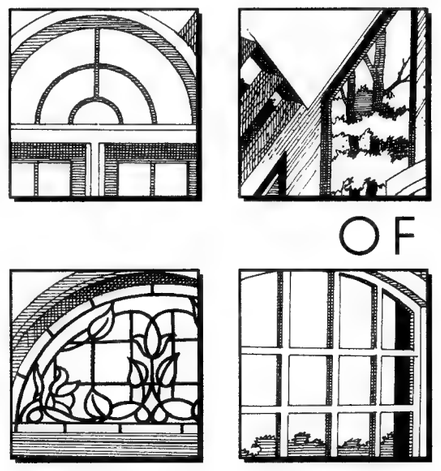
Pick up your FREE copy of the HOME LISTINGS GUIDE

Available at newsstands

published by: the Star Reporter

068Y-1.EPS

THE SHAPE OF THINGS TO COME



This exciting new subdivision offers you an innovative way to choose your future home. Design your own on the perfect lot, or choose from 10 models with modern to traditional styling.

Don't miss your chance to look at this new development. Visit our Open House this Saturday and Sunday from noon to 6 p.m. Come see what your dream home could look like.

Hunter's Ridge
Developed by Beil Properties
555-9087

067Y-1.EPS

THOUGHT BUBBLE AUG. 92 CLIPPER WOMAN IN CAR MAY 94 PRINT MEDIA SERVICE TRAVEL MONTAGE MAR. 95 PRINT MEDIA SERVICE

Our Door Is Open...

...AND SO ARE WE!

Don't miss our
GRAND OPENING
May 4 & 5
9 a.m.–6 p.m.

The widest selection of antiques, crafts, and unique gift items in the area is all under one roof. Come register for a $200 shopping spree drawing!

Village
Craft and Antique Mall
456 SW Adams
M–S 10–7 • 555-7987

069Y-1.EPS

BRING NATURE'S *Beauty* INDOORS

For home or office, call the experts to tend your plants.

Packages starting from $49 per month

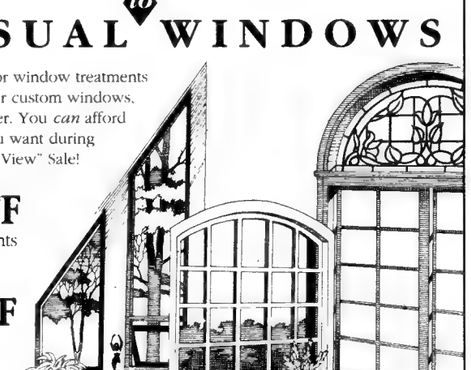
Take the hassle out of plant care. Our staff will feed, water, and trim your plants at a time that's convenient for you. Call today!

PLANTPros
555-9867

069Y-2.EPS

UNIQUE SOLUTIONS to UNUSUAL WINDOWS

If you're looking for window treatments that work with your custom windows, then look no further. You *can* afford the stylish look you want during our "Room With A View" Sale!



20% OFF All Soft Treatments and Draperies

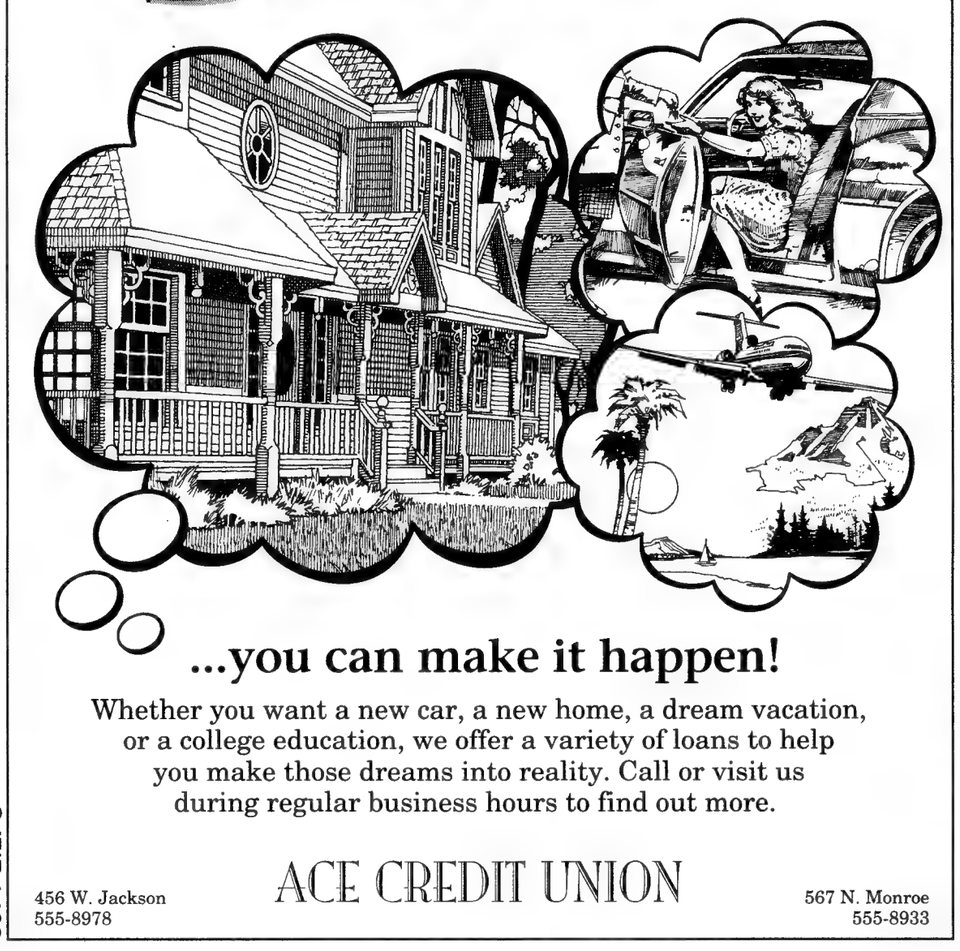
50% OFF All Blinds

FREE ESTIMATES

MADDIE S. DECKER
INTERIOR DESIGNS
555-3510

067Y-2.EPS

whatever you *Dream* of...



...you can make it happen!

Whether you want a new car, a new home, a dream vacation, or a college education, we offer a variety of loans to help you make those dreams into reality. Call or visit us during regular business hours to find out more.

456 W. Jackson
555-8978

ACE CREDIT UNION

567 N. Monroe
555-8933

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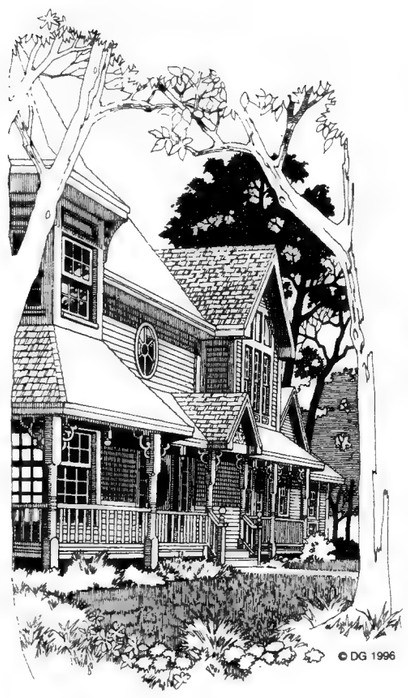

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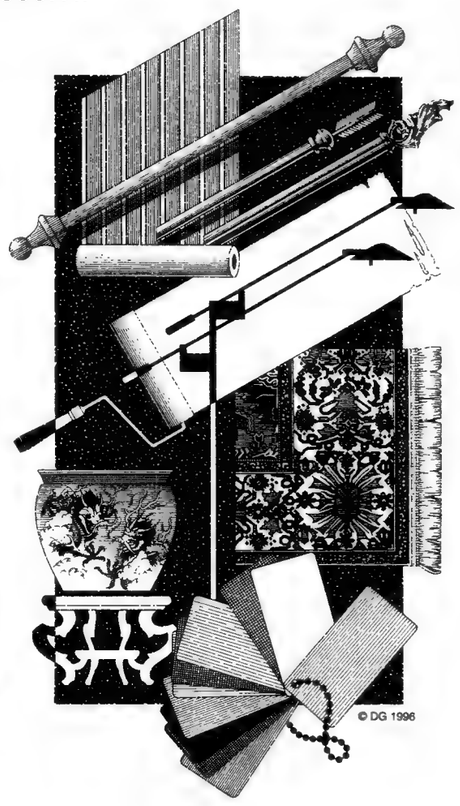

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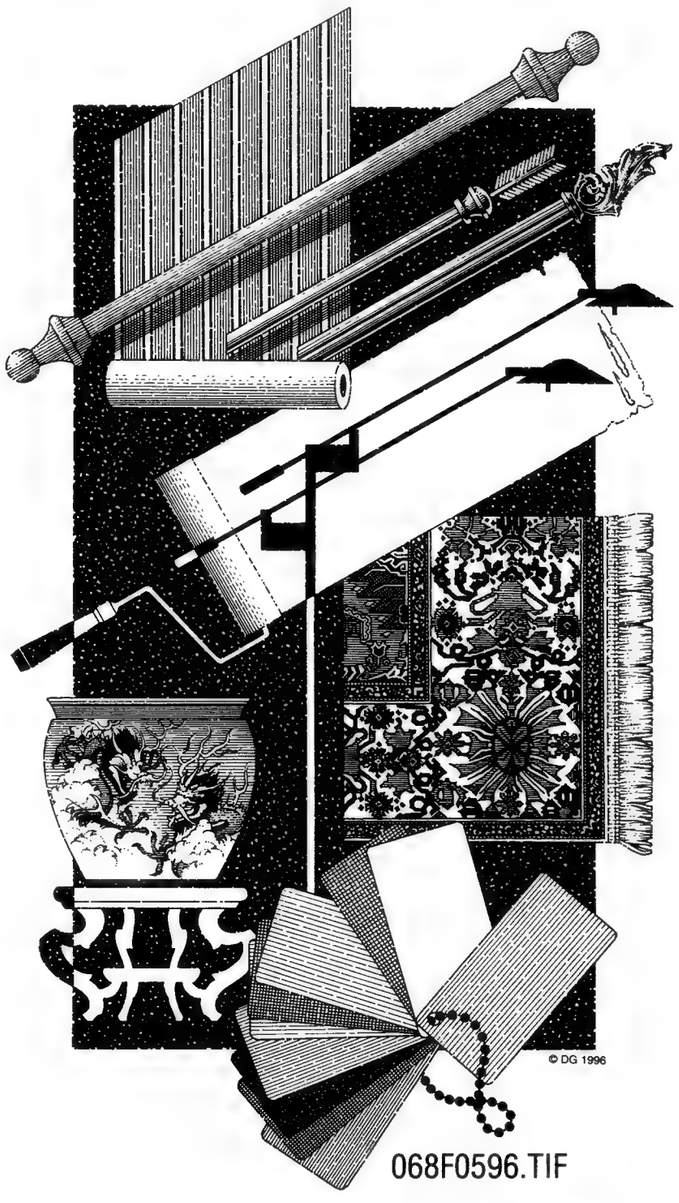

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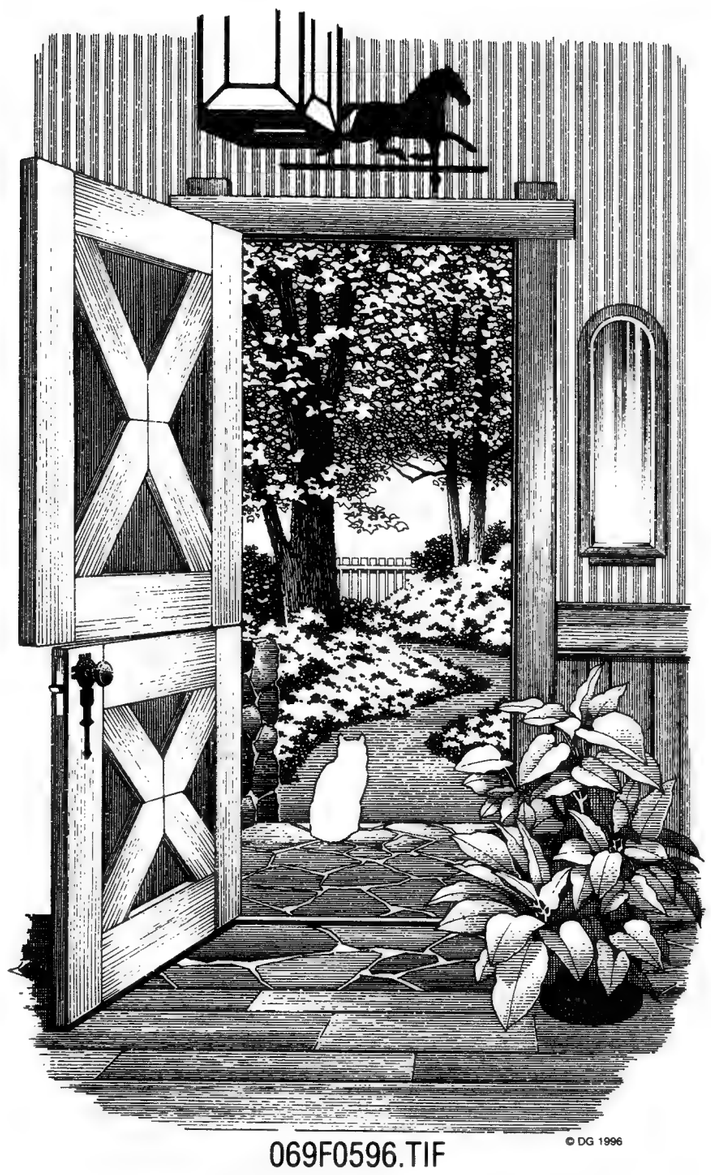

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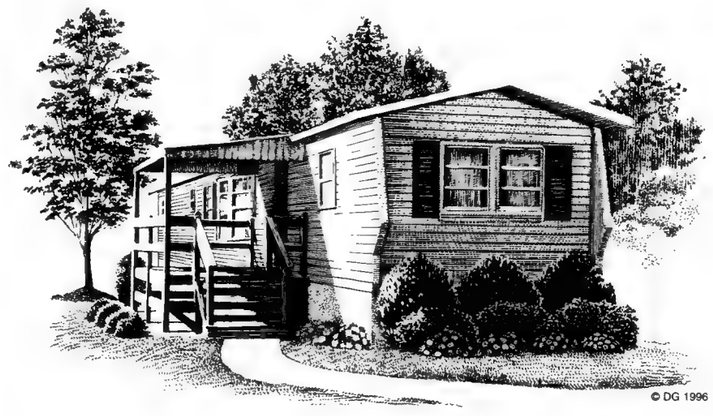

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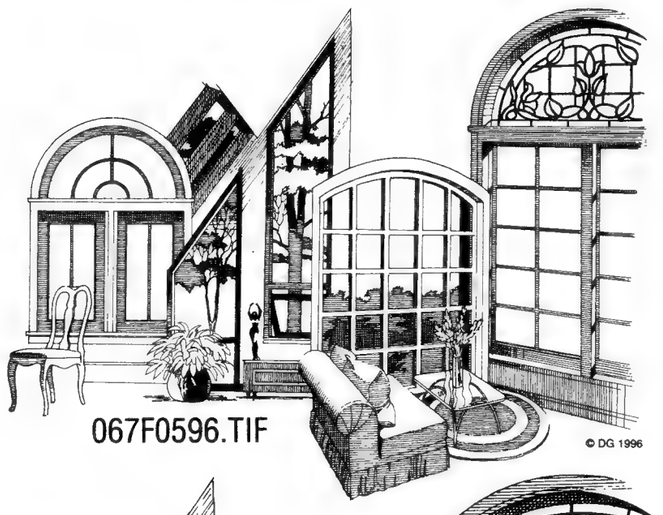

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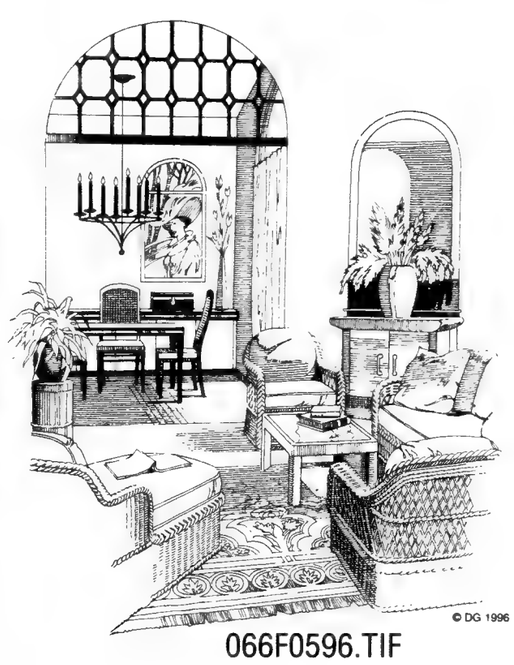

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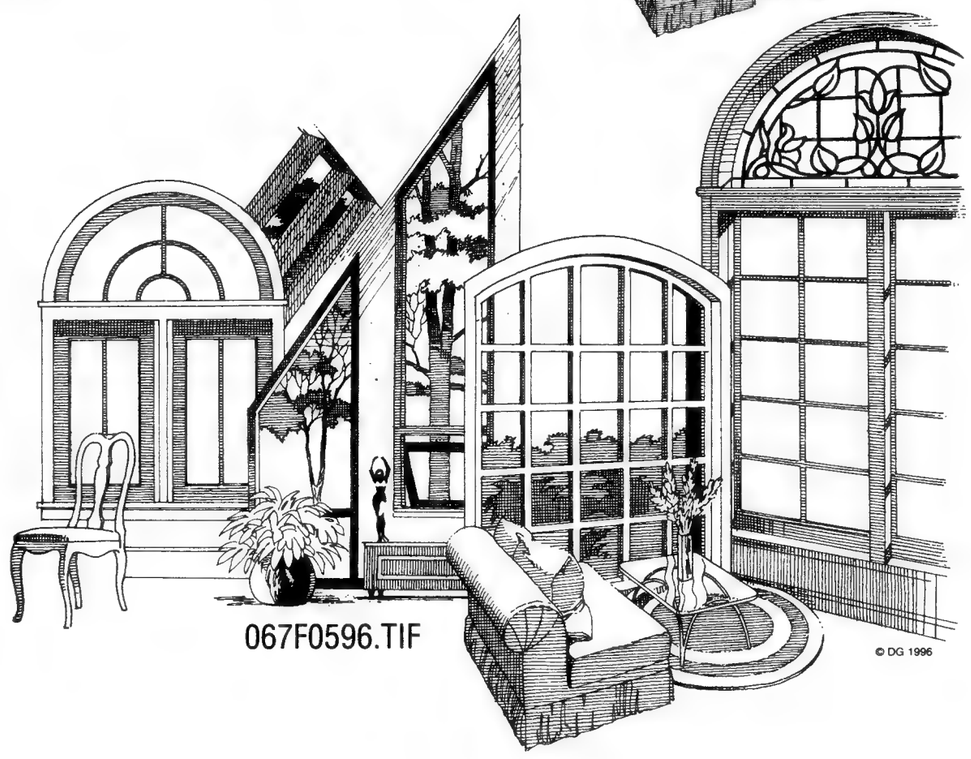

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A Supplement to The Daily Journal • Friday, May 24, 1996

Senior Lifestyles

What's Inside:
- Dining & Entertainment News
- Timely Travel Tips • Keeping Fit
- Special Deals For Seniors

072Y-1.EPS

GRAPHIC SYMBOL NOV 94 CLIPPER

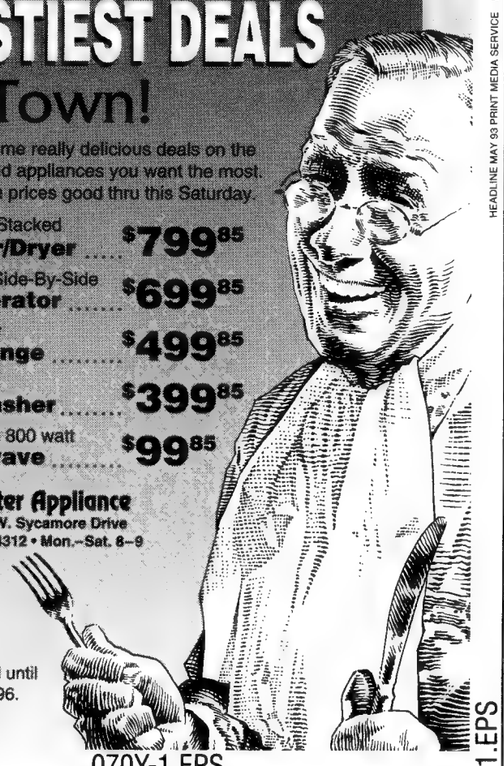
Come Get The TASTIEST DEALS In Town!

Dig into some really delicious deals on the name brand appliances you want the most. These sale prices good thru this Saturday.

CleanzAll Stacked **Washer/Dryer**	$799.85
Chill Rite Side-By-Side **Refrigerator**	$699.85
Heat Miser **Gas Range**	$499.85
CleanzAll **Dishwasher**	$399.85
CookzFine 800 watt **Microwave**	$99.85

Ritter Appliance
413 W. Sycamore Drive
555-4312 • Mon.–Sat. 8–9

Prices good until May 31, 1996.



070Y-1.EPS

HEADLINE MAY 93 PRINT MEDIA SERVICE BOOTS OCT 95 CLIPPER

HURRY!

Don't Miss Our 12-HOUR SALE

This Saturday only, save big on hot brands of athletic footwear

20% off All In-Stock RunnerZ Best Athletic Shoes

Present this add and save an additional 10%!

Plus, save on dozens of other shoes from famous makers like
- Featherlite
- Joe Schmoe
- Walk Wiz
- Comfort Zone
- Shoe Source
- Zapatos

073Y-1.EPS

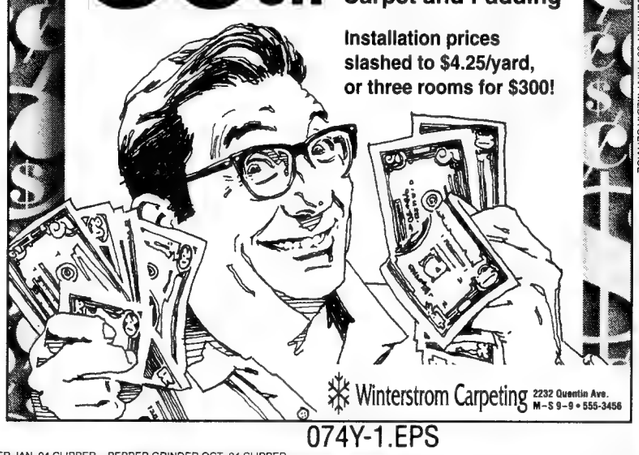
MAD MONEY SALE

You don't need a lot of cash to get great floor coverings!

Save big during our Mad Money Sale! Almost every floor covering in stock is on sale through Saturday!

30% off All In-Stock SoftTouch Carpet and Padding

Installation prices slashed to $4.25/yard, or three rooms for $300!



Winterstrom Carpeting 2232 Quentin Ave. M–S 9–9 • 555-3456

074Y-1.EPS

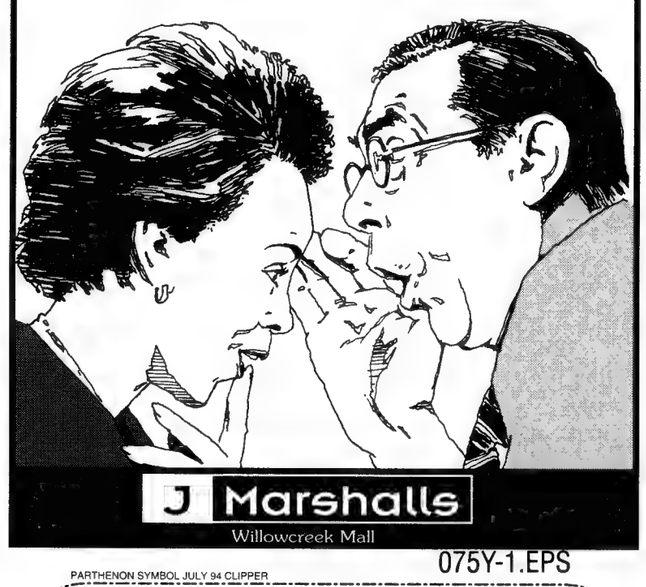
HEADLINE: FEB 93 PRINT MEDIA SERVICE BORDER MAY 93 PRINT MEDIA SERVICE

EVERYBODY'S TALKING

About our Spring Clearance Sale!

Save up from 20–60% on all clearance fashions in stock, including styles from:

• Pete King • Inner Sanctum • Lois Landan
• In Style II • Sensations • Troi Ellis
• Shell Shock • Kid's Stuff • Confetti



J Marshalls
Willowcreek Mall

075Y-1.EPS

HAVE YOU HEARD?

TREE SYMBOLS APR 93 CLIPPER

It's Time For The Spring Garden Sale!

Get your garden in gear with a wide variety of healthy plants.

40% OFF Selected Flats of Garden Plants

Plus, an additional 20% off all trees and bushes

The Garden Center
5641 Wendy Lane • Mon–Fri. 9–6, Sat. 1–7

075Y-2.EPS

THE RACE IS ON!

HEADLINE MAY 94 PRINT MEDIA SERVICE CAR MAR 95 CLIPPER

Summer is coming! Make sure your car is ready for the hot weather with these Summer Specials!

Oil Change and Lube Job for $19.95

Complete Cooling System Check-Up for $29.95

Present this ad for a free car wash!

Offer expires 5-31-96

Quick-E Lube
42 West Belmont Road
555-LUBE

073Y-2.EPS

Every illustration, heading, and texture from a previous issue that's used in a demonstration piece is referenced next to the layout that it's featured on. To order art from back issues of *Print Media Service* or *Clipper*, call *Art On Demand* at 800-227-7048.

ART on DEMAND

HEADLINE MAY 93 PRINT MEDIA SERVICE

MEMORIAL DAY Savings

30% off All Shogun Bedroom Sets

Check out incredible values on selected home furnishings throughout the store!

Diamond Furniture
3432 W. Sycamore Street
Mon.–Fri. 10–9, Sat. & Sun. 11–5

074Y-2.EPS

HEADLINE OCT 93 PRINT MEDIA SERVICE BORDER JAN 94 CLIPPER PEPPER GRINDER OCT 94 CLIPPER

Senior Specials

You'll Enjoy Our Daily Specials Just For Seniors!

Here are this week's tempting dinner specials exclusively for people age 55 and older

Monday **Spaghetti**	$4.99
Tuesday **Salisbury Steak**	$5.99
Wednesday **Beef Stew**	$4.99
Thursday **Pork Chops**	$5.99
Friday **Cajun Catfish**	$4.99
Saturday **Pesto Pasta**	$4.99
Sunday **Fried Chicken**	$5.99

All dinners include vegetable, fresh baked bread, choice of potato, and beverage.

While you're here, be sure to try our delicious, homemade pies, cakes, and desserts!

The Pepper Grinder
856 E. Westminster Ave. • 555-4577

070Y-2.EPS

PARTHENON SYMBOL JULY 94 CLIPPER

Prepare For Your Future

Start preparing now for a comfortable retirement

The first 100 people who open an Individual Retirement Account during the month of May get 500 free checks!

Make the most of your golden years by planning wisely. One of the most sound investments you can make is an Individual Retirement Account. It lets you earn interest on your savings without having to pay taxes on those earnings until withdrawal. Plus, we offer Automatic Deposit Services.

They make it easy to save by transferring a pre-set amount from your savings or checking account to your IRA account at regular intervals. Sound good? Then call us today for more information.

Proudly serving the community for 75 years

FIRST FEDERAL BANK
4234 W. Central Avenue
555-4500

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We Cater To Kids

Kids age 12 and under sleep and eat for **FREE** at every one of our locations! Take advantage of our summer special. Doubles starting at

$49

***Call* 800-555-ZONE**
for reservations
(Offer Good Thru September 1, 1996)

COMFORT ZONE

015Y-1.EPS

DO YOUR DREAMS SEEM SO FAR AWAY?

If credit is a problem, then look no further...
It can be really tough to get credit when you're just starting out. That's where we can help you! Our friendly loan officers can help you get the money you need at competitive interest rates. Make your dreams come true. Call us today.

CONSUMER LOAN, INC.
4453 W. Marquette Ave. • 555-9423

013Y-1.EPS

THOUGHT BUBBLES AUG. 92 CLIPPER COMPUTER FEB. 95 CLIPPER CAR HOUSE MAR. 95 CLIPPER

You come out on top when you come in for a full-service oil change and lube, especially with a special deal like this...

Clip this coupon and take
$3.00 off
an oil change
Regular $20.95
Includes:
- Up to 5 quarts Ace Motor Oil
- New Oil Filter
- Comprehensive Lube Job
- Disposal Of Oil

MELVILLE Automotive Service 4561 N. IVY 555-9002

017Y-1.EPS

HEADLINE MAY 88 PRINT MEDIA SERVICE

You always win when you come in for our full-service tune-up, especially with a super deal like this...

Clip this coupon and take
$10.00 off
a tune-up
Regular $69.95
Includes:
- Spark Plugs
- 12-pt. Engine Checklist
- Timing Check
- Fluid Check
- Safety Check

MELVILLE Automotive Service 4561 N. IVY 555-9002

018Y-1.EPS

HEADLINE MAY 89 PRINT MEDIA SERVICE

EARLY BIRD

Shop from 8–10 a.m. this Saturday for these great deals...*Don't Delay!*

Marvelous Champagne	Bluecher Lite Ice Beer	Deutsch Wines
$9.95	$13.95	$7.95
Dry, Extra Dry, or Brut.	24 pack of 12 oz. bottles.	1.5 liter bottle White Zinfandel.

Squiggly's
SPECIALS

2243 W. Main Street • 555-8623 • Hours: Mon.–Thurs. 9–8, Fri. & Sat. 8–9

014Y-1.EPS

FIREWORKS APR. 91 CLIPPER

FREEDOM REMEMBERS

We honor all of the brave women and men who have defended the many freedoms that we have in this great nation.

In memory of those who served, we will be closed on Monday, May 24th.

First National
SAVINGS & LOAN
2849 S. Oak • 555-2752

016Y-1.EPS

OAK LEAVES W/ACORNS JULY 93 CLIPPER

- *no more tests*
- *no more books*
- *no more teachers*
- *no more studying*

What are you going to do?

Check Out These Park District Summer Activities...You'll Have A Blast!

No matter what you like to do, you'll find something fun to do this summer at the Park! Lots of sports leagues to join, lots of exciting solo and group activities to participate in, and lots of summer festivals to enjoy. Here are just some of the great things going on this summer, sponsored by your Park District:

- Adults' and Kids' Baseball and Softball Leagues
- Kids' Swim Team
- Summer Music Festival
- Annual Fourth of July Civic Celebration
- River Days Festival
- Summer Fun Classes

Call today to learn more about what we have to offer you!

AVERY PARK DISTRICT

Park District Headquarters • 220 North Oak Road — For more information, call 555-8321

015Y-2.EPS

019Y-1.EPS

HEADLINE MAY 92 PRINT MEDIA SERVICE LIZARD NOV. 94 CLIPPER

CINCO DE MAYO

Come Join The Celebration!
Live Entertainment
Fri., Sat., & Sun.
May 3, 4, & 5
8–12 p.m.

Mexican Beer $2.00
Margaritas $2.00

CARLO'S MEXICAN CUISINE
Pixley Plaza

013Y-2.EPS

TEXTURE FROM READY-TO-GO FOLDER APR. 93 CLIPPER

Hats Off...

...to savings for your Graduation Celebration!

25 Invitations $3.99
100 Napkins $1.49
50 Plates $1.79
Decorations ....99¢ and up

452 W. Neil
555-9223
The Paper Place

015Y-3.EPS

SAVINGS ARE IN

Get Great Discounts on Pool and Patio Supplies Now at *The Garden Center*

On Sale As Long As Supplies Last

POOL SUPPLIES	PATIO FURNITURE
Alchemy Chlorine (5 gal.) $49.99	Sunstroke Patio Table $149.99

019Y-2.EPS

Get a taste of the good life...with our Annual 14K Gold Jewelry Sale!

14K Gold Earrings .... *Starting at* $39.99
14K Gold Bracelets .... *Starting at* $49.99
14K Gold Neckchains .... *Starting at* $59.99

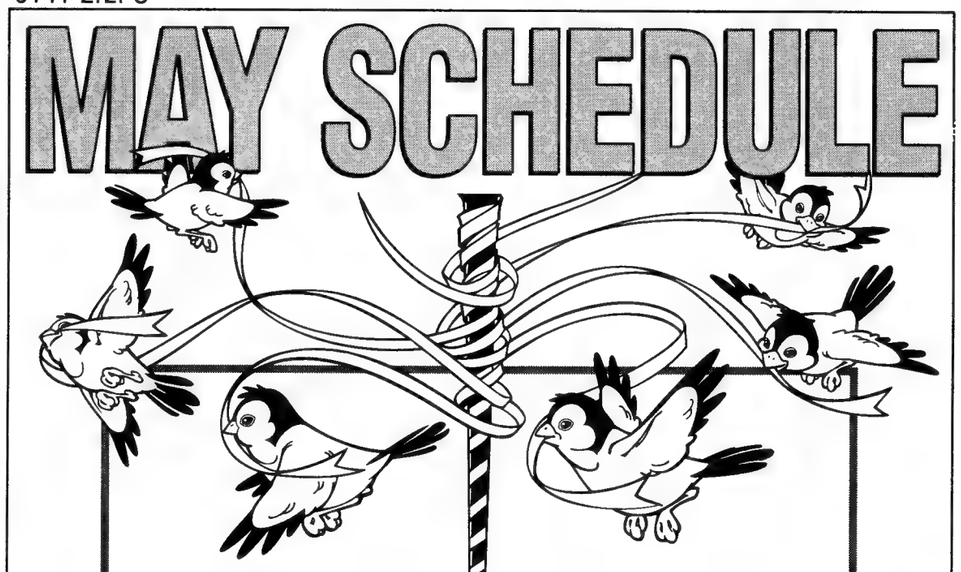
Come see us at 414 N. Knox
Mon.–Sat. 10–7

Smith Bros. JEWELERS

HEADLINE FEB. 94 PRINT MEDIA SERVICE

014Y-2.EPS

MAY SCHEDULE



WesTen Rodeo	May 4 & 5, 7 p.m.	**Urban Legends**	May 22, 7 p.m.
Alana Micheals	May 8, 7 p.m.	**Civic Opera**	May 24 & 25, 7 p.m.
Villareal Ballet	May 11, 7 p.m.	**Classic Car Show**	May 24 & 25, 7 p.m.
Monster Trucks	May 10 & 11, 7 p.m.	**"Buck Privates"**	May 27, 7 p.m.
"It's My Time Now"	May 14 & 15, 7 p.m.	**"Movin' On Out"**	May 29, 7 p.m.
Dance Bulgaria	May 17 & 18, 7 p.m.	**The Unnatural Urges**	May 30, 7 p.m.
Windhammer	May 19, 7 p.m.	**Craft Show**	May 31, June 1 & 2, 9 a.m.

Ashland Civic Center
3900 N. Kennedy Drive at Madison Street • 555-7002

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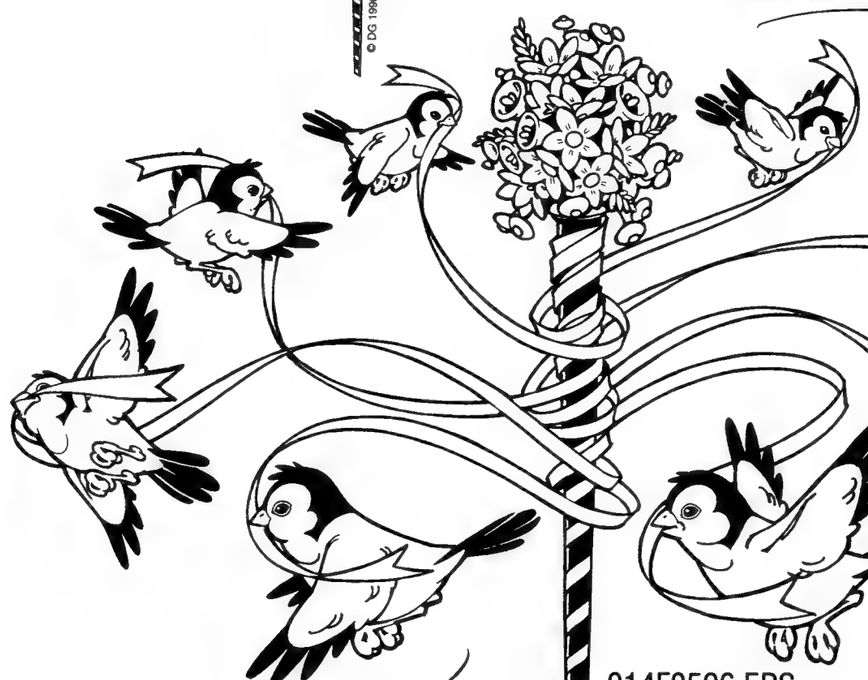

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Happy MOTHER'S Day

009Y-1.EPS

006Y-1.EPS

Calling all Shoppers!

Save big at our Storewide Savings Spectacular. Through this Saturday, prices are reduced from 20 to 75% on items in every department!

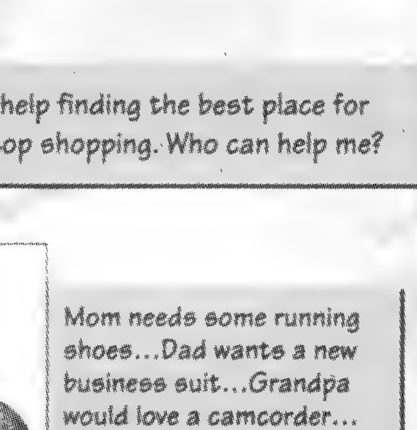
SAVE 15% On selected name brand infants', toddlers', girls', and boys' clothing

SAVE 20% On selected housewares including cookware, dishes and more!

SAVE 25% On selected comforters, linens, towels, window treatments, and more!

SAVE 30% Additional markdowns on selected clearance merchandise!

Pennington's



I need help finding the best place for one-stop shopping. Who can help me?

Mom needs some running shoes...Dad wants a new business suit...Grandpa would love a camcorder... Grandma really needs a new coffee maker...Aunt Debbie has film that's ready to be developed...my little sister thinks she needs a new doll...and I need some new toys.... Is there any place where I can find it all?

I'm in luck! The Mall office says I should check inside this supplement for super prices on everything I need!

Oh boy — it's The Big Spring

SIDEWALK Sale

Sale prices good through this Sunday!

HILL VALLEY MALL

Your One-Stop Shopping Headquarters

008Y-1.EPS

When you're looking for family entertainment, choose from our huge selection of children's video titles and video game cartridges at the lowest rental prices in town.

Kids love us, and so do their parents!!

Monday-Thursday
Rent any children's video and get an extra day's rental

FREE!

Ventura Video

011Y-1.EPS

Bloomin' Bargains!

Through this Saturday, save on just about everything you need to get ready for a fun-filled, carefree summer season!

Outdoor Fun
BUG ZAPPER $14.99

Summer Made
PATIO SET $63.49

Designer Stripe
BEACH TOWELS $11.29

Cushion
HAMMOCK $23.99

Rubber
THONGS $4.99

Quantities are very limited so be sure to shop early for the best selection.

Save an extra **10%** on all clearance merchandise!

Famous Place

009Y-2.EPS

60 Minutes...

...is plenty of time to tell the grandparents all about that trip to the zoo...and the brand new swingset...and Pocahontas, your brand new golden retriever.

Now through May 31, 1996 sign up for Long Distance Super Savings Service and receive 60 FREE minutes of long distance service. This special offer good for first-time customers only.

Phone One

007Y-2.EPS

Got A Problem

Dial **555-HELP**

Whether it's a clogged drain or a new stove, oven, dishwasher, sink or disposal, our experienced helpers will get the job done right — right away.

Mr. Fix It

HANDYMAN SERVICE

007Y-1.EPS

LOANS easy as

1 Dial 555-LOAN or, if you live outside of town, call us toll-free at 1-800-555-LOAN.

2 Give the information that's needed to process your loan to one of our friendly loan officers.

3 Wait for our loan officer to call back. Get fast results, usually in 30 minutes or less, if you call on weekdays from 8 a.m. to 5 p.m.

It's that easy!

Metro Credit Union

006Y-2.EPS

UNBEARABLY GOOD SAVINGS!

Special sale prices almost too good to be true! Through this Saturday, look for these and many other bargains down every aisle.

Yummi Candy Bars **39¢**

Big John Crayons **99¢**

Cotton Bath Towels **$3.99**

Women's TENNIS SHOES $4.49

Little Boys' WHITE T-SHIRTS $6.99

Woven LAWN CHAIRS $8.99

Little Wonder Favorites KID'S BOOKS $1.39

A-1 Designs DRESS PATTERNS $3.49

Woven CANDLE KIT $9.99

Flat BEDDING PLANTS $7.99

Pisa Vassarcard, and Builder's Club cards accepted

VIDMAR VARIETY On the Square in Hamilton Mon.–Sat. 9 a.m.–7 p.m.

010Y-1.EPS

It was an accident, mom...

When there's a grape juice on the carpet or coffee on the sofa, don't worry. Call for a free estimate on cleaning services that will leave your carpet and/or upholstery looking better than ever before. Mention this ad and save 10% on your next cleaning job.

CARPET ONE
CARPET & UPHOLSTERY CLEANERS
Phone 555-3400

Photos are offered in 170 dpi and 300 dpi formats.
High-resolution (300 dpi) files are denoted with an "H" on your CD.

CD-ROM EPMS05/96

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KEYS JULY 93 CLIPPER

The Alliance Tribune • Monday, May 26, 1996

Employment

The Midyear Outlook

004Y-1.EPS

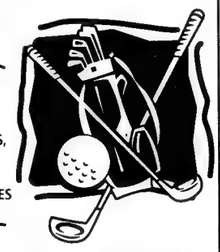
GOLF ART; FISHING ART; TENNIS ART JUNE 94 PRINT MEDIA SERVICE

005Y-1.EPS

SPORTING SQUARE
1629 S. HOLLAND AVE

Summer SPECIALS

SAVE 10% ON ALL IN-STOCK GOLF CLUBS, BAGS, AND ACCESSORIES



SAVE 15% ON ALL IN-STOCK FISHING RODS, REELS, AND GEAR

SAVE 20% ON ALL IN-STOCK RACKETS, SHOES, AND TENNIS GEAR

045Y-1.EPS

Grebner Variety Store
625 E. Main • 555-2384

Thru this Saturday...

Pile On The Savings!

X-tra special savings in every department storewide!

Seed Beads 100 ct. pkg.	$1.29
Clay Pots Smaller sizes	$2.09
Acrylic Yarn 12 oz. skein	$2.29
Potting Soil 5 lb. bag	$4.29
Paper Plates 100 ct. pkg.	$1.09
Quik Patterns EZ-2-Sew Line	$3.29
Tennis Balls 3 ct. can	$4.59
Napkins 100 ct. pkg.	$1.19
Hot Glue Stix 20 ct. pkg.	$2.69
Thread 2 spool pkg.	$1.29
Masking Tape 4 roll pkg.	$1.79

Store Hours: Mon.-Sat. 9-9 • Sun. 11-5

Full-color printing not in your budget? No problem!

Print Media Service color separations don't have to be printed in full-color. You can use just one of the plates to print in a single color, or use two of the plates to create a duotone. On the example shown bottom right, the black plate is printed in black, and the cyan plate is printed in Pantone #471.

140Y-1.EPS

041Y-1.EPS

Have You "HERD"?

You don't have to roam all over town to save a lot. Come join the stampede to find the lowest prices in town!

SAVE 20% on selected items in the Sporting Goods Department

BUY ONE, GET ONE FREE! Selected items in the Fabrics & Crafts Department

SAVE 50% on selected items in the Fine Jewelry Department

TAKE an additional 10% OFF all framed art & posters

SAVE 40% on selected items in the Women's Fashion Department

TAKE an additional 15% OFF all previously marked-down merchandise

During the month of May!

Carter Mercantile
128 E. Madison • Mon.-Sat. 9-9, Sun. 11-5

CLOUDS, HALO DEC. 93 PRINT MEDIA SERVICE

042Y-1.EPS

Heavenly Savings

SALE PRICES THRU SAT.

SHOP EARLY FOR THE BEST SELECTION!

SAVE BIG!

Arlington Sofa Timeless, classic styles and colors in easy-care fabrics.	$679.99
Bedford Dinette Hardwood table and four chairs with fabric seats.	$469.99
TV Wall Unit Classic and contemporary styles in hardwood.	$579.99
Blixo Recliner Ultimate comfort in classic furniture styles.	$279.99

Store Hours: Mon.–Sat. 9–9 Sun. 11–5

Lincoln Furniture
4560 S. Warrington Road • 555-4845

139Y-1.EPS

An Evening of Fine Dining
Le Chateau Noire
103 E. Poitier Blvd.
Enjoy the finest French cuisine in the most elegant of settings. Chef Benjamin Reeve creates culinary masterpieces that please both the eye and the palate. Come experience true excellence in fine dining.
Call 555-7300 for reservations.

043Y-1.EPS

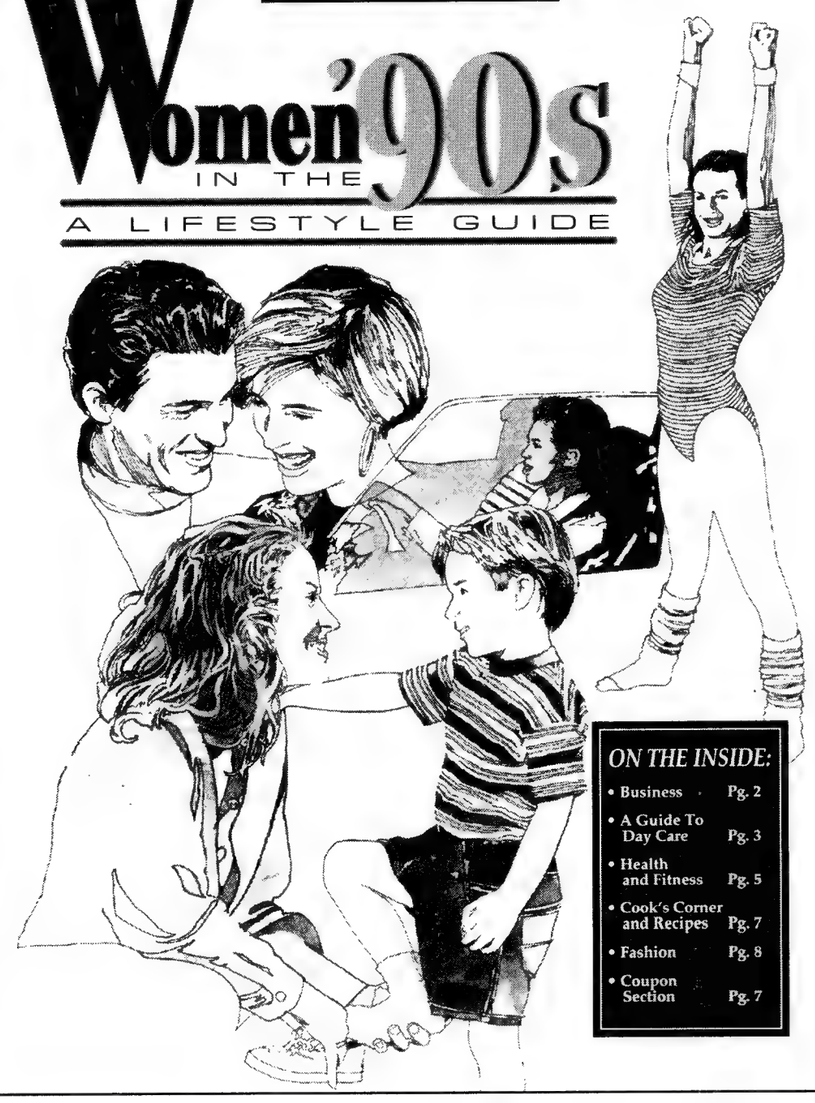
002Y-1.EPS

DAILY JOURNAL
SERVING CENTRAL INDIANA SINCE 1855

Summer 1996

Women in the 90s

A LIFESTYLE GUIDE



ON THE INSIDE:

- Business Pg. 2
- A Guide To Day Care Pg. 3
- Health and Fitness Pg. 5
- Cook's Corner and Recipes Pg. 7
- Fashion Pg. 8
- Coupon Section Pg. 7

139Y-1.EPS

HEADLINE FEB. 93 PRINT MEDIA SERVICE BORDER NOV. 93 CLIPPER

Let Your Beauty Blossom

20% off

All bath salts, bath oils, shower gels, moisturizers, and luxury bath powders. Sale ends May 31st.

the Bathroom Boutique
1954 W. Hoss Rd.

005Y-2.EPS

FEET JUNE 94 CLIPPER

THE GREAT ESCAPE!

Get away from work and enjoy a great lunch!

Tuesday & Thursday
LUNCH BUFFET
Only $3.99

Kyler Eatery
754 W. Sotteram Ave.
In the West Towers Mall

BLACK PLATE

003D0596.TIF (Large Format)
004P0596.TIF (Gray Scale)

004D0596.TIF (Small Format)
004H0596.TIF (High Resolution/Gray Scale)

COLOR PLATE

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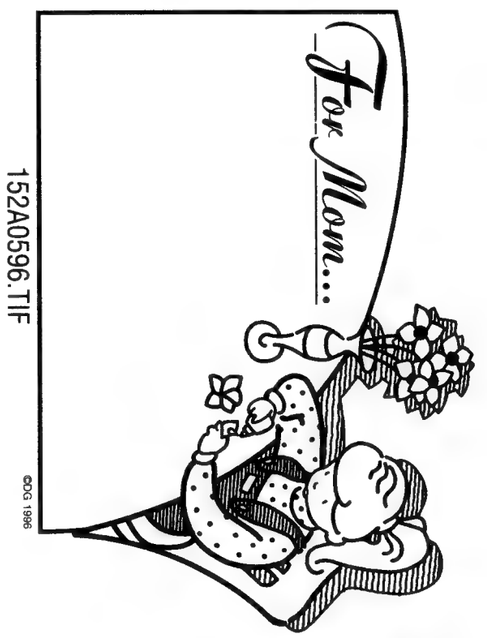

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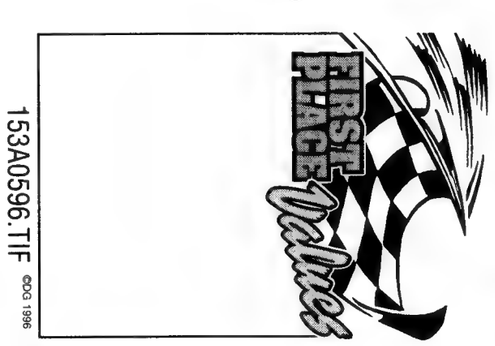

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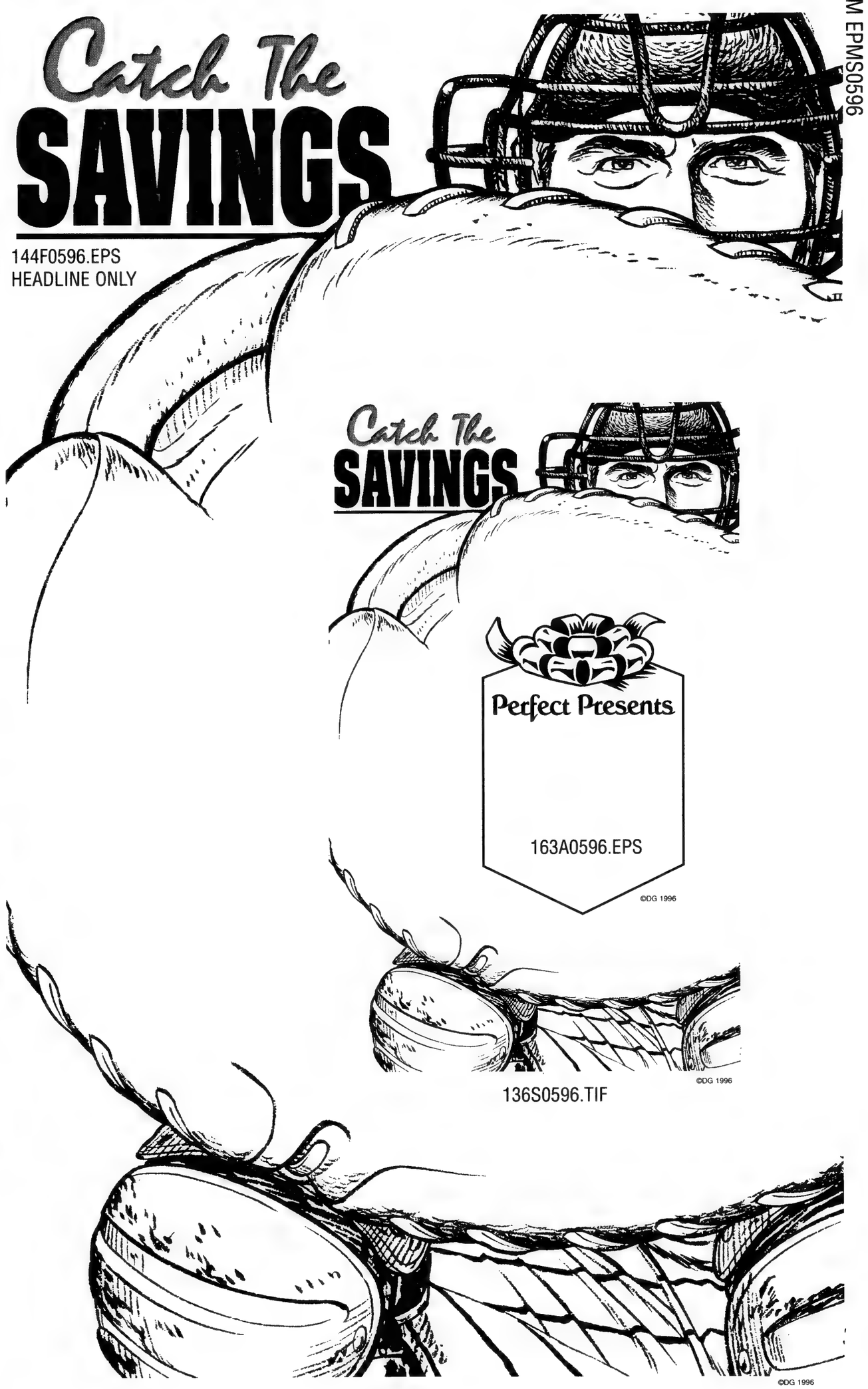

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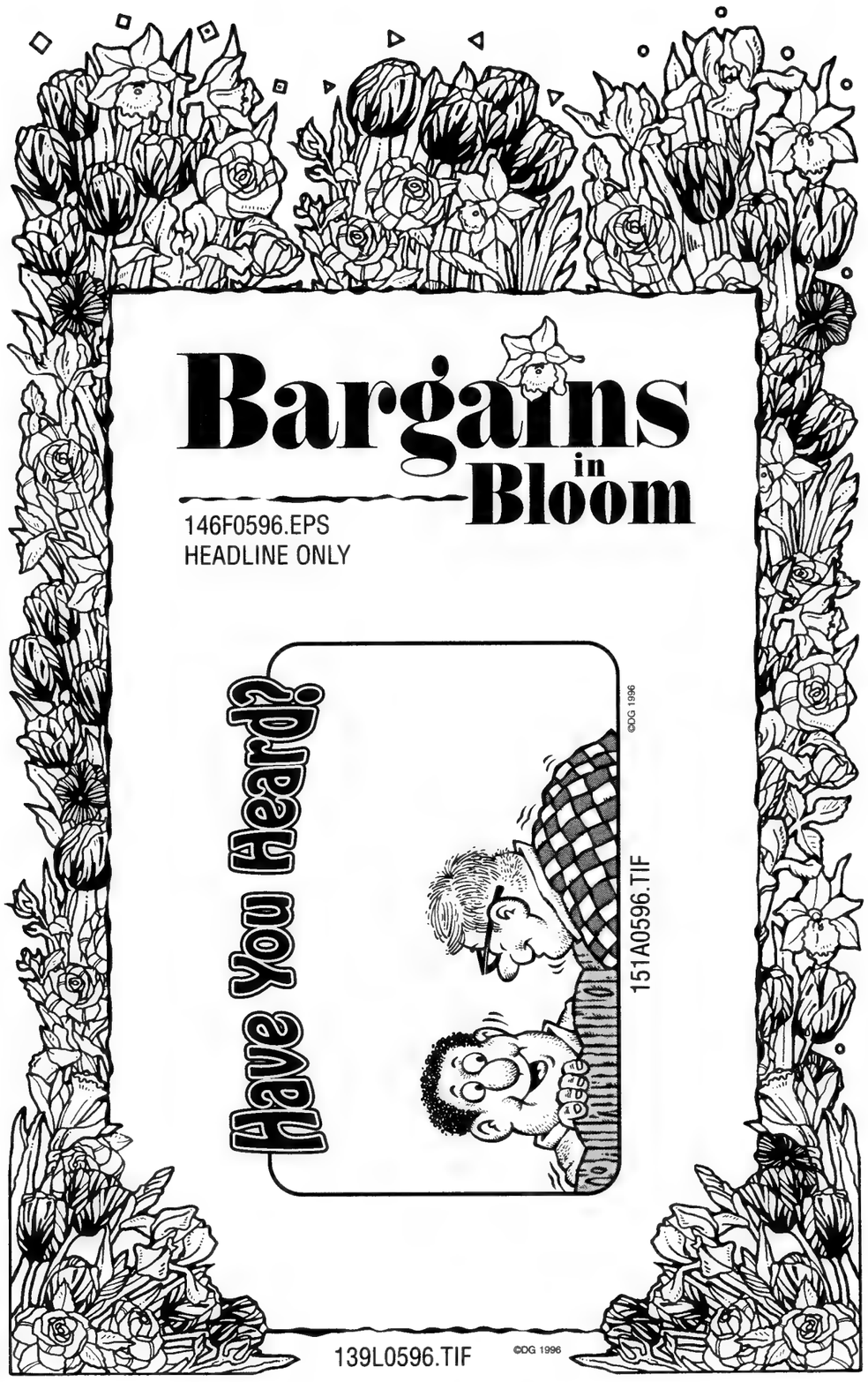

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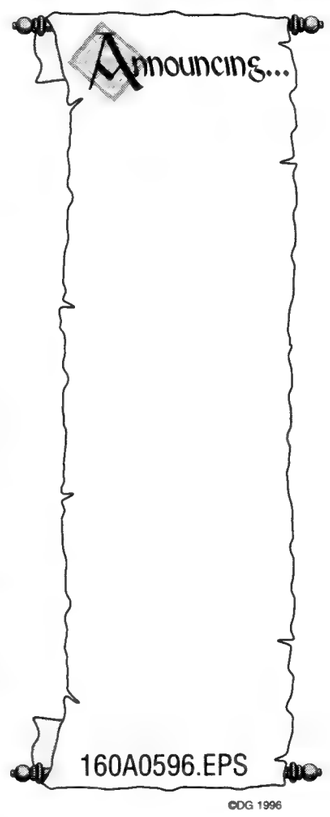

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ENDLESS POSSIBILITIES

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VOTE FOR SAVINGS

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buy one get one free

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The AMERICAN Way To Save

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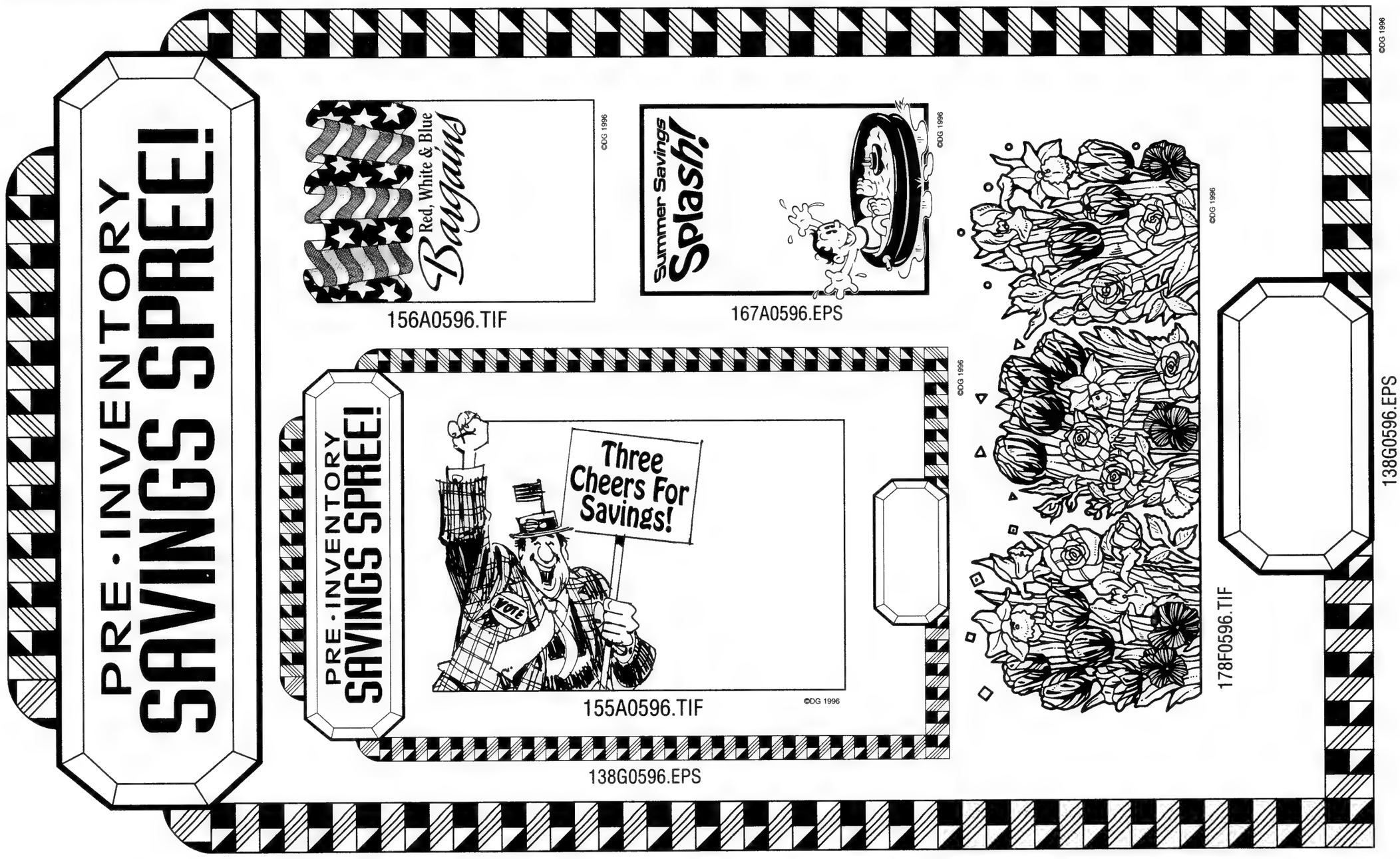

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HAVE YOU HEARD THE LATEST?

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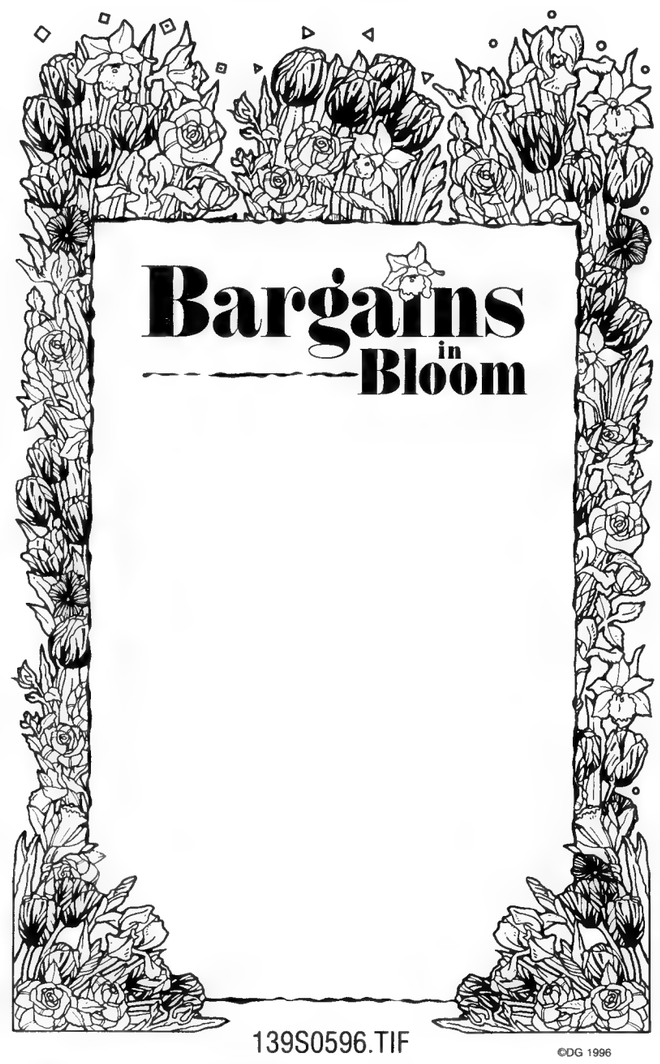

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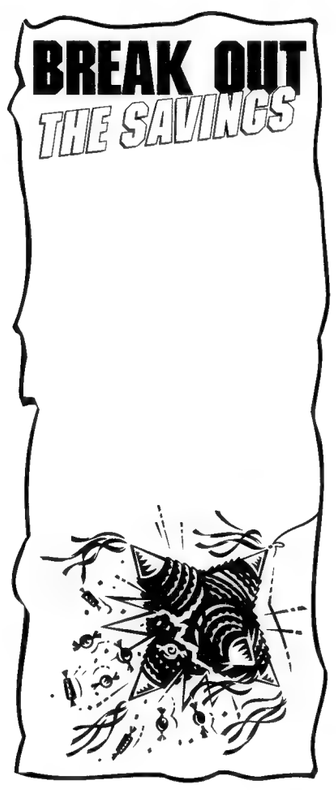

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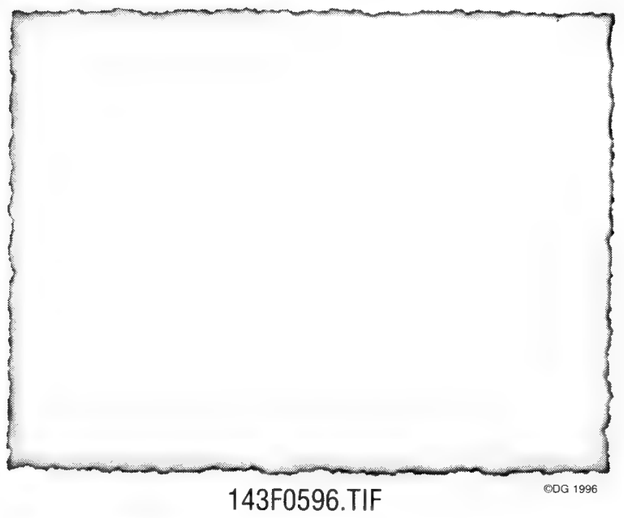

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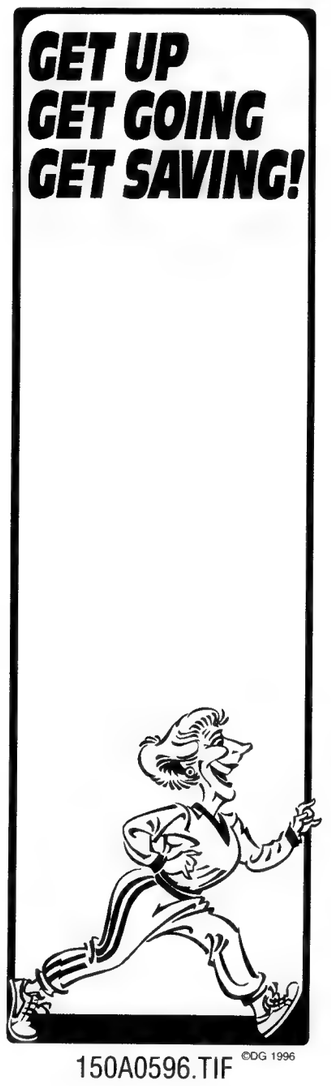

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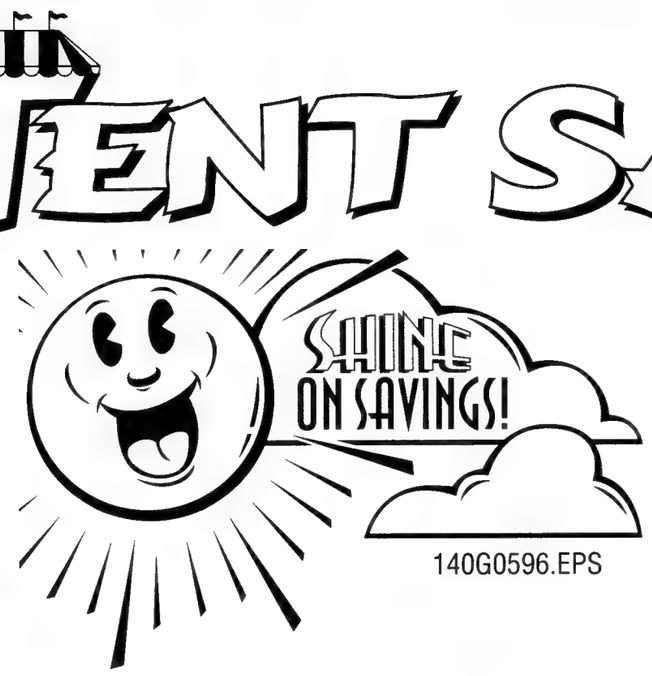
TENT SALE!



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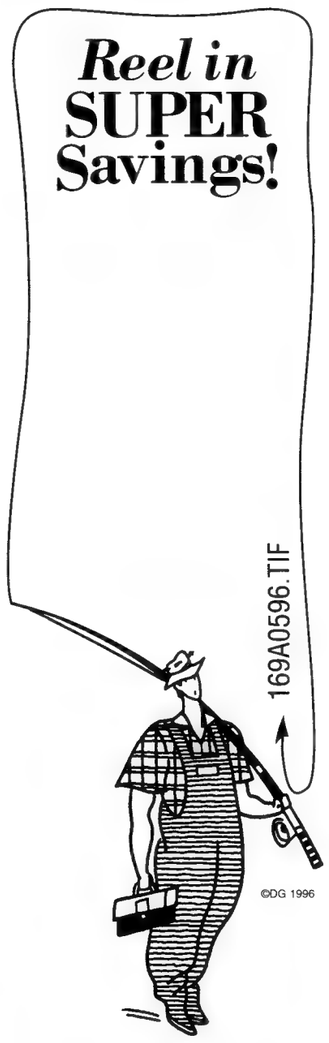

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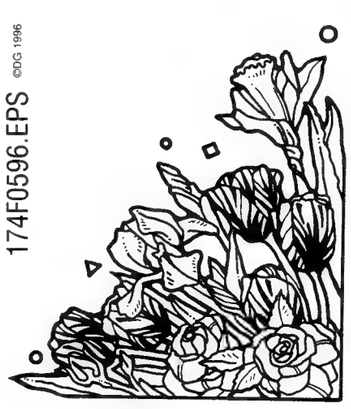

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TENT SALE!

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The AMERICAN Way To save

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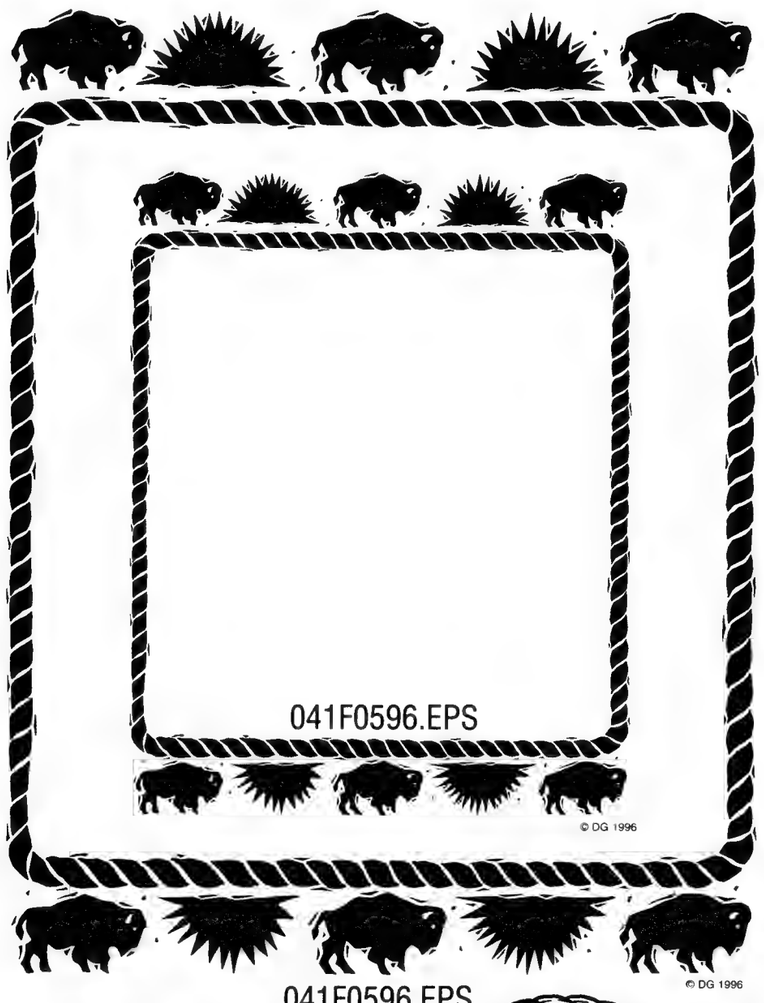

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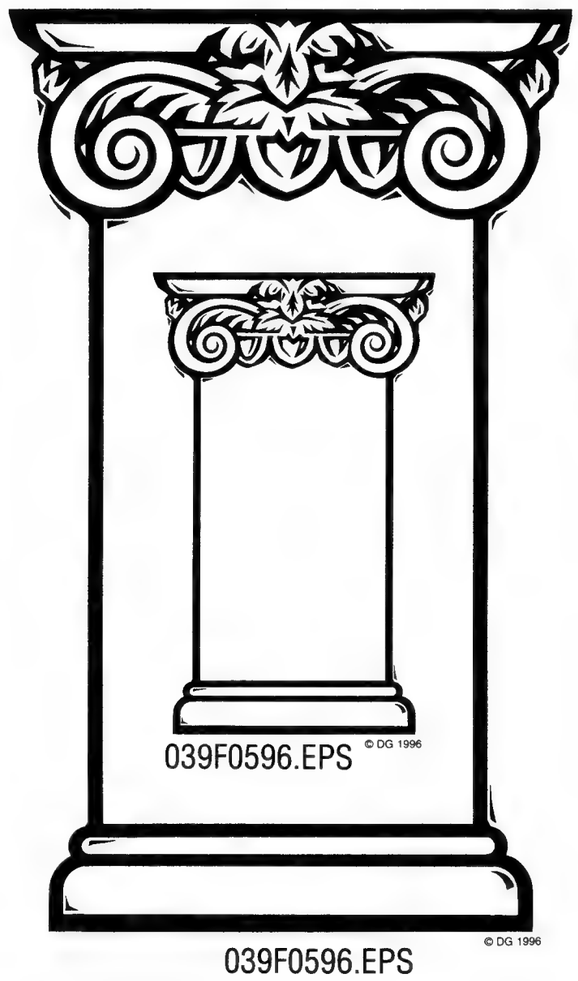

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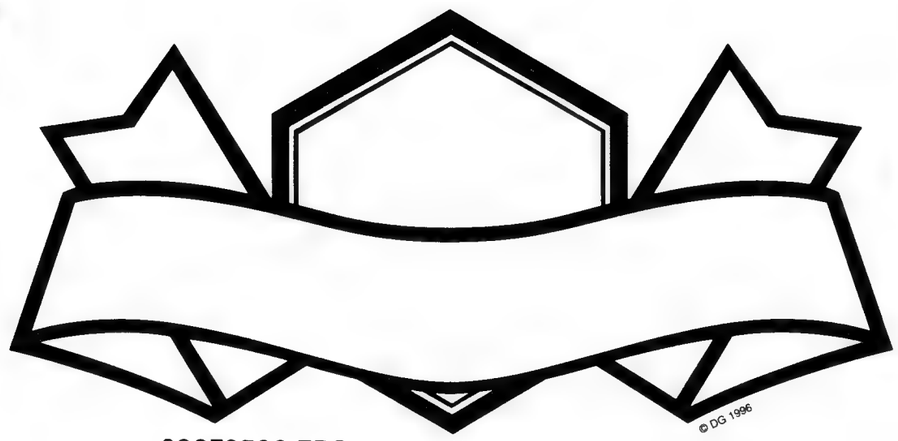

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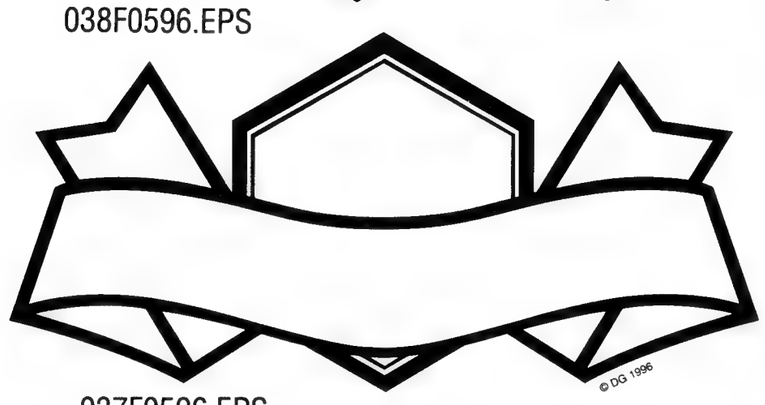

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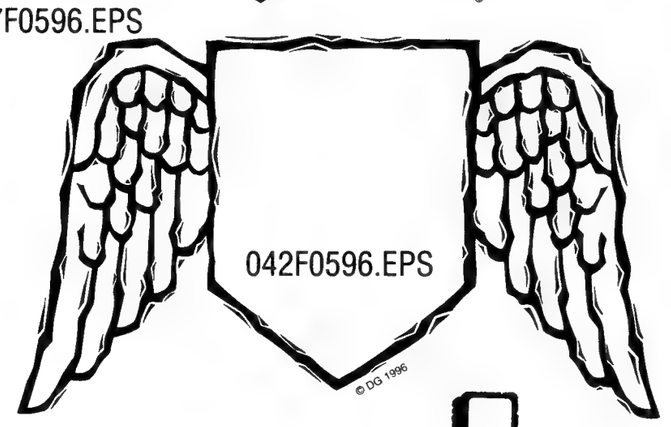

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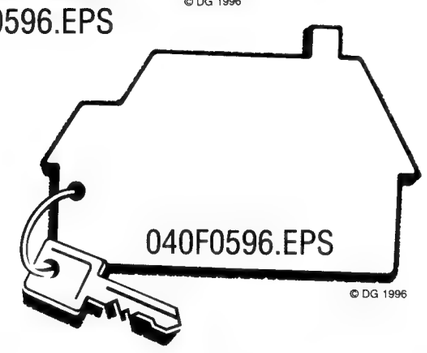

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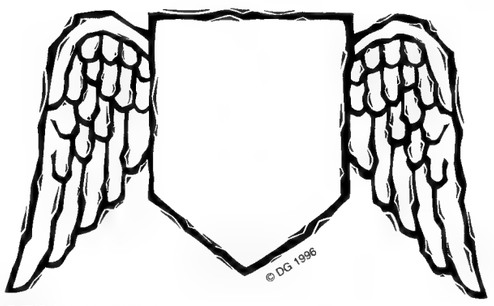

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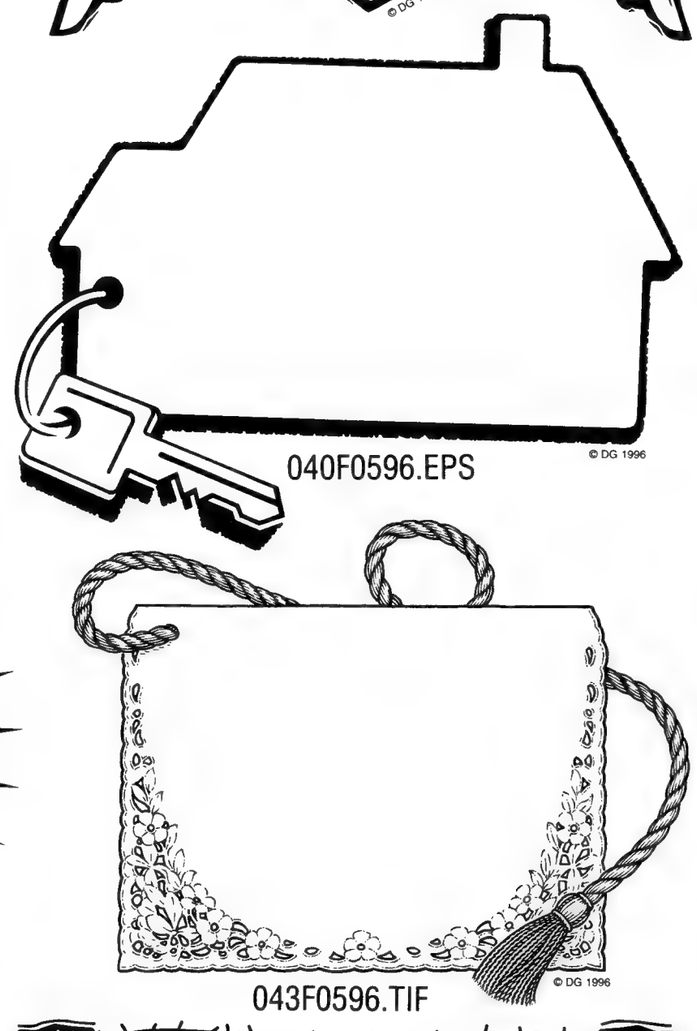

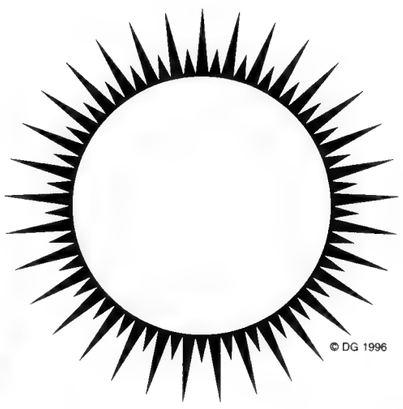

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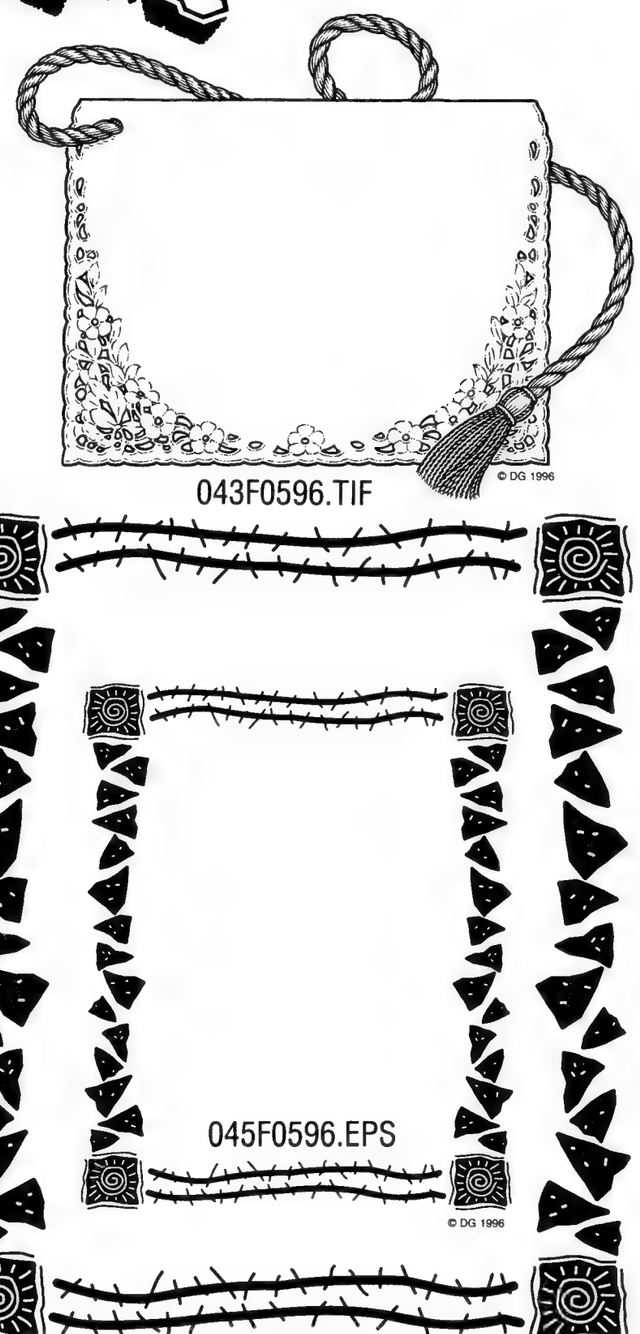

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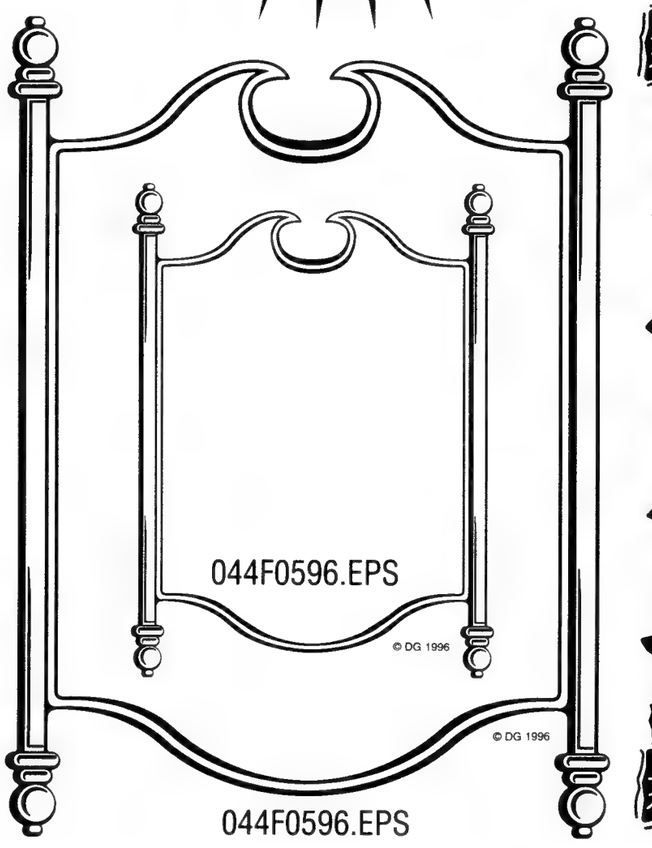

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Note: Numbers identify images for Electronic PMS subscribers.

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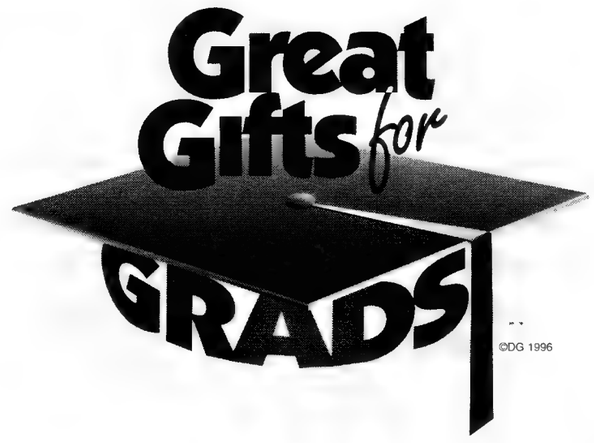

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Note: Numbers identify images for Electronic PMS subscribers.

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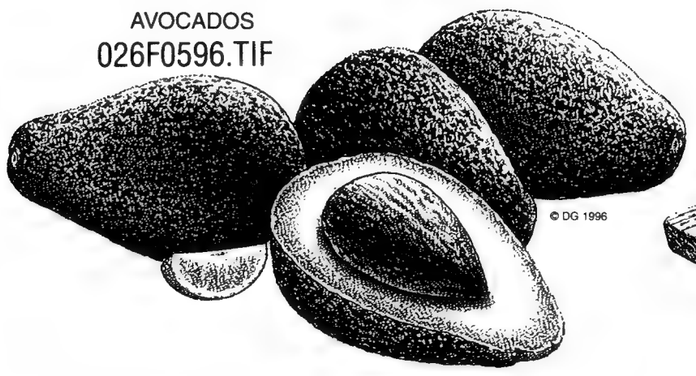

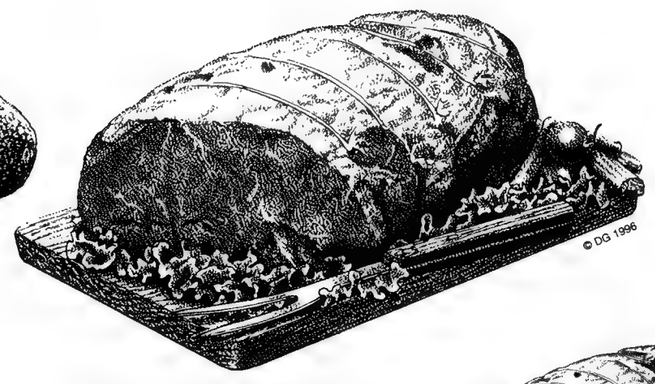

THREE-LAYER ROUND DECORATED CAKE
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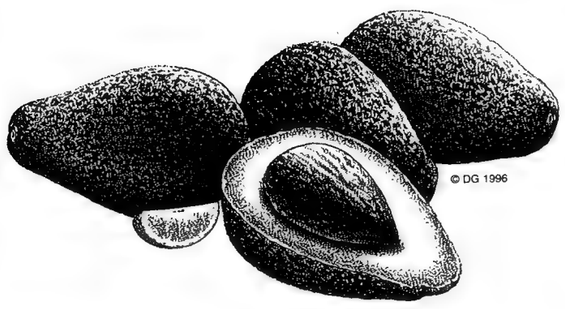

BONELESS BEEF CROSS RIB ROAST
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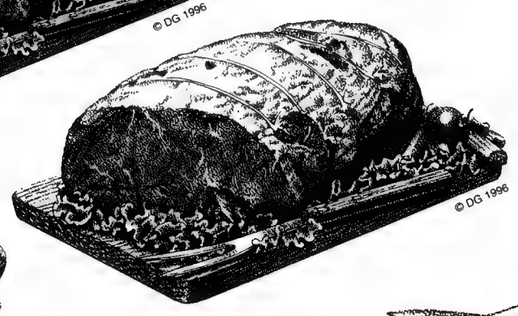

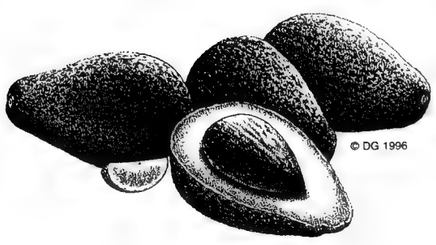

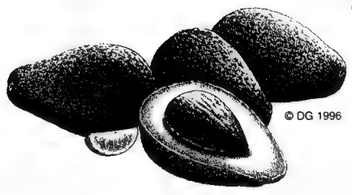

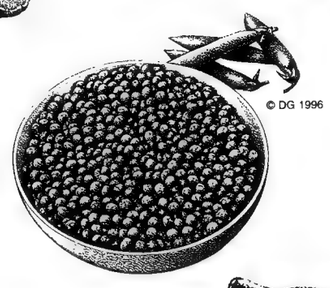

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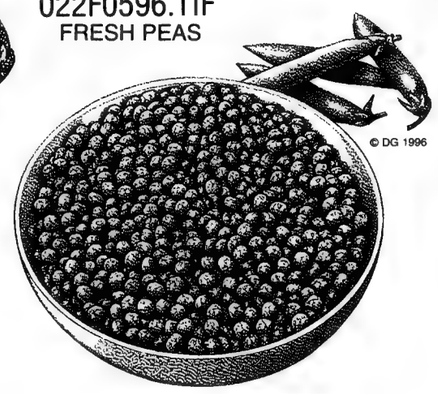

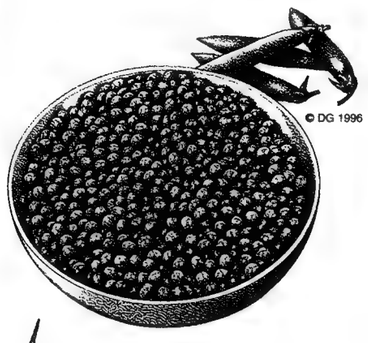

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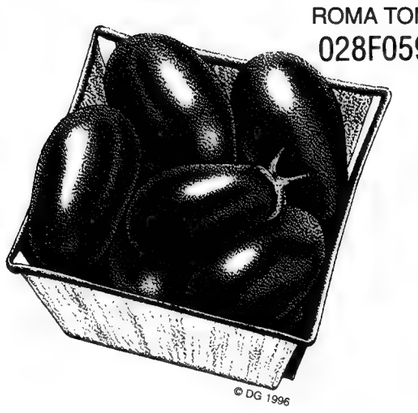

PINEAPPLE WITH PAPAYA AND MANGO
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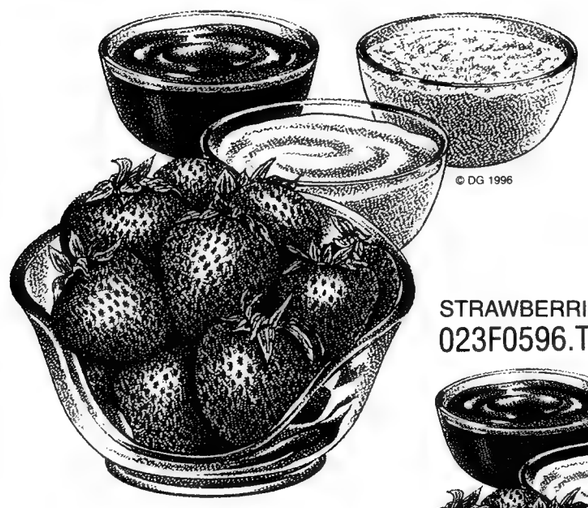

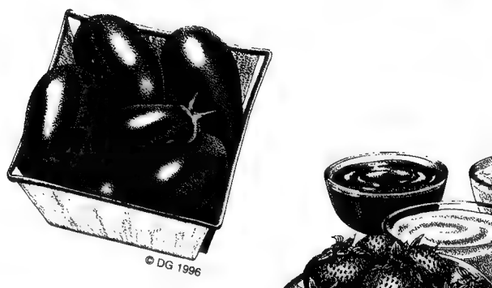

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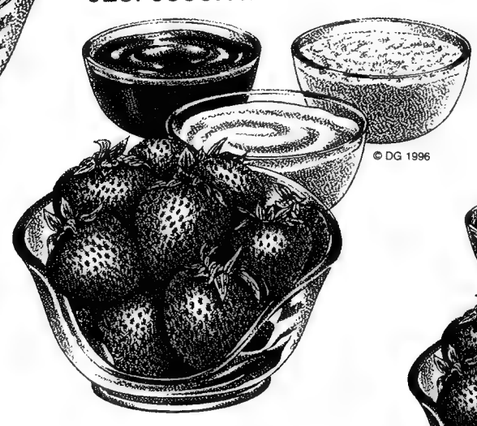

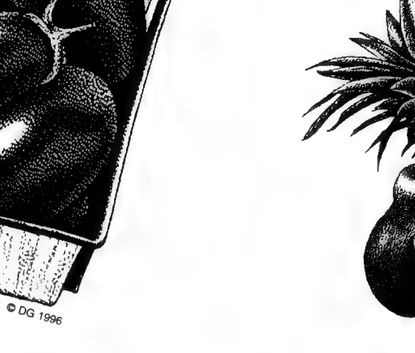

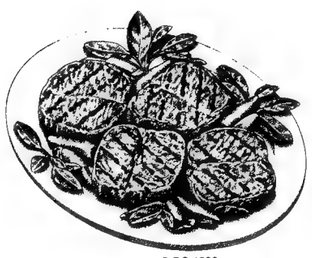

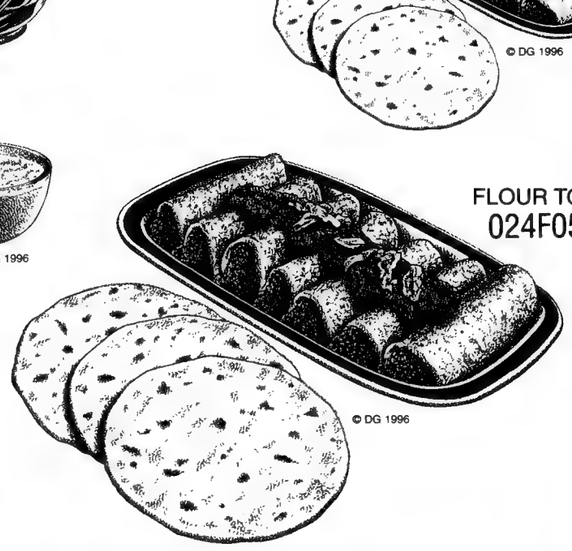

FLOUR TORTILLAS
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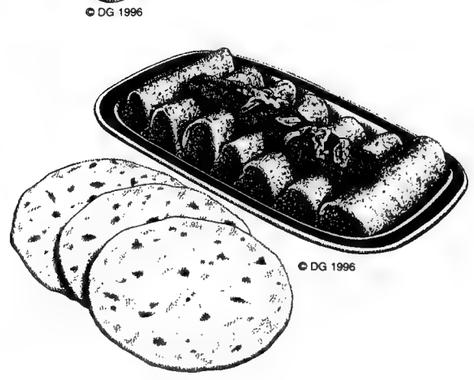
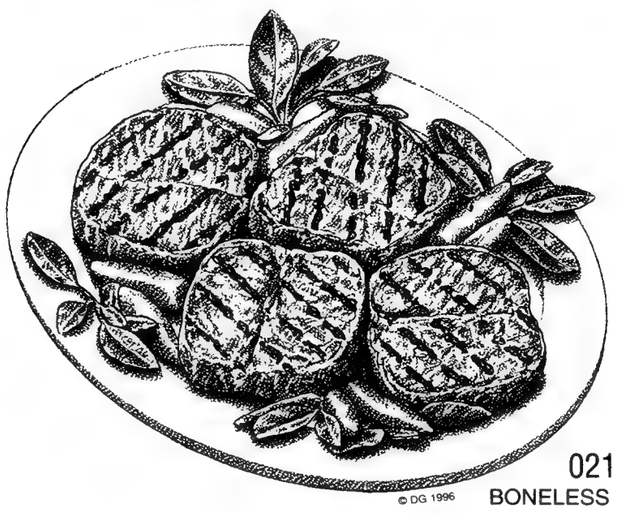
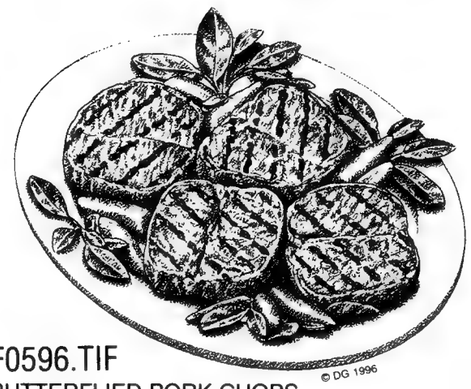
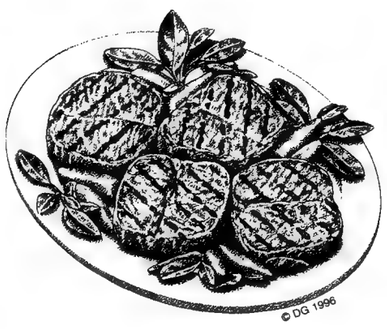
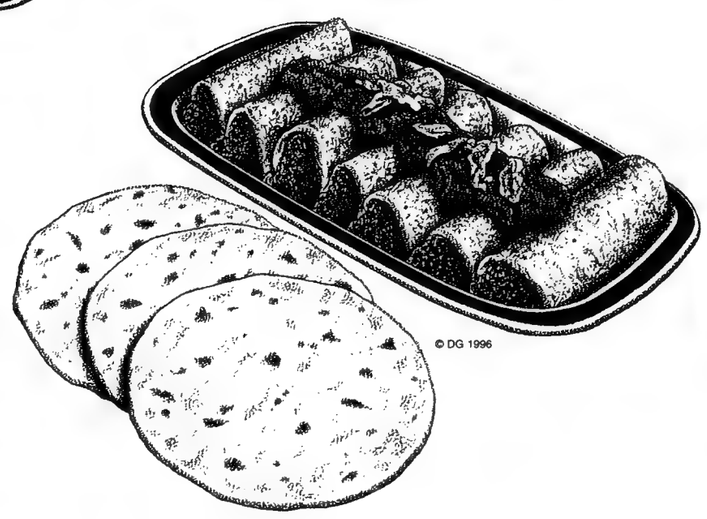










021F0596.TIF
BONELESS BUTTERFLIED PORK CHOPS

Note: Numbers identify images for Electronic PMS subscribers.

INCREASE YOUR LINAGE.

Here's an excellent opportunity to sell a ready-made campaign to a jewelry store. This 13-part series is designed to be used for a single advertiser once a week for a quarter year. The larger ad below is the introductory ad for the series. Run this ad first to set the tone and direction for the rest of the campaign.

Note: You can also use the individual ads or illustrations with copy tailored to a completely different product or service.

Treasured Moments...

Let our jewelers help you create some special memories

Sometimes the best reason to give a gift is "Just because." That's why it pays to shop with us.

When you visit our store, you find an amazing selection of fine jewelry, watches, fine china, silver, crystal, pen sets, clocks, objets d'art, and art glass pieces.

You also find our friendly sales people and experienced goldsmiths and gemologists. They can help you find the perfect gift to fit the occasion and your budget.

HARRISON BROTHERS JEWELRY
4236 Washington Avenue • Phone 555-9988

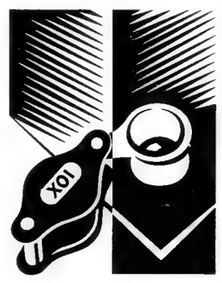
© DG 1996

120F0596.EPS ART 134A0596.EPS Large Border-108F0596.EPS

Professional Jewelers...

We guarantee the finest quality jewelry and service available

Our expert goldsmiths, gemologists, and sales people use all of their knowledge to help you get the most for your jewelry dollar. Come see what a difference experience can make.



HARRISON BROTHERS JEWELRY
4236 Washington Avenue • Phone 555-9988

© DG 1996

110F0596.EPS 129A0596.EPS

Wedding Registry...

The easy way to mark that memorable day with a special gift

The Wedding Registry and our large selection of fine china, crystal, silver, porcelain, clocks, objets d'art, and art glass pieces make it easy to find a truly unique wedding gift.

HARRISON BROTHERS JEWELRY
4236 Washington Avenue • Phone 555-9988

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114F0596.EPS 135A0596.EPS

Landmark Events...

Commemorate special times with some unique and timeless gifts

Mark occasions like baptisms, graduations, and anniversaries with a special gift. Choose from our selection of fine china, silver, pen sets, porcelain, crystal, clocks, and objets d'art.

HARRISON BROTHERS JEWELRY
4236 Washington Avenue • Phone 555-9988

© DG 1996

112F0596.EPS 126A0596.EPS

Flawless Beauty...

Find it in every elegant piece of gold or silver jewelry that we sell

If you're looking for a memorable gift for someone special, then look no further. Gold or silver chains, rings, earrings, bracelets, and pendants make for a truly unforgettable gift.

HARRISON BROTHERS JEWELRY
4236 Washington Avenue • Phone 555-9988

© DG 1996

113F0596.EPS 124A0596.EPS

Rings 'N' Things...

Add sparkle to your fingers with precious metals and gemstones

Whether it's classic stones like diamonds, rubies, emeralds, and sapphires, or unusual stones like tanzanite and rhodolite, you can find them all among our large selection of rings.

HARRISON BROTHERS JEWELRY
4236 Washington Avenue • Phone 555-9988

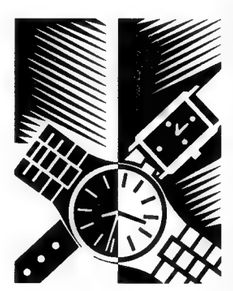
© DG 1996

115F0596.EPS 131A0596.EPS

Timeless Elegance...

Get it with a selection from our collection of quality timepieces

Be right on time and right in style with a wristwatch from our collection. Whether you prefer classic styles or the latest fashion trends, we make finding the right one a breeze.



HARRISON BROTHERS JEWELRY
4236 Washington Avenue • Phone 555-9988

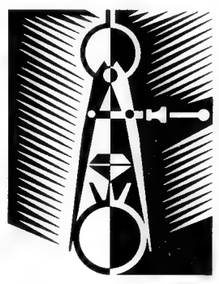
© DG 1996

118F0596.EPS 133A0596.EPS

Quality Craftsmanship...

You find it in absolutely every piece of jewelry that we make and sell

Why buy the gift of a lifetime if it won't last a lifetime? You never need to worry about that when you buy from us. The highest quality craftsmanship is what makes all of our jewelry superior to all the rest.



HARRISON BROTHERS JEWELRY
4236 Washington Avenue • Phone 555-9988

© DG 1996

Small Border-109F0596.EPS 119F0596.EPS ART 130A0596.EPS

Precious Memories...

They start with the rings that symbolize your commitment

The endless circle that is created by a wedding band symbolizes your endless love. Choose yours from the largest selection of platinum, yellow gold or white gold wedding bands anywhere in town.

HARRISON BROTHERS JEWELRY
4236 Washington Avenue • Phone 555-9988

© DG 1996

122F0596.EPS 128A0596.EPS

Spectacular Diamonds...

The perfect way to show her how very precious she is to you

Whether it's a diamond pendant, engagement ring, anniversary band, bracelet, or a pair of earrings, we have just what you're looking for. Choose from the largest selection of diamond jewelry in town.

HARRISON BROTHERS JEWELRY
4236 Washington Avenue • Phone 555-9988

© DG 1996

111F0596.EPS 132A0596.EPS

Personal Service...

It's what keeps our customers coming back to us time and again

Our expert goldsmiths, gemologists, and sales people know that when it comes to buying fine jewelry, excellent service is just as important as quality and price. That's why people shop with us again and again.

HARRISON BROTHERS JEWELRY
4236 Washington Avenue • Phone 555-9988

© DG 1996

121F0596.EPS 127A0596.EPS

Classic Style...

It's what distinguishes our fine china, crystal, and silver from the rest

Enduring excellence is hard to come by, but it's what you get when you make a purchase from us. The finest place settings and accessories for your elegant dining table await when you walk through our door.

HARRISON BROTHERS JEWELRY
4236 Washington Avenue • Phone 555-9988

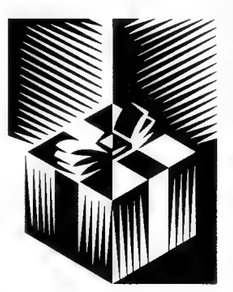
© DG 1996

117F0596.EPS 123A0596.EPS

Perfect Gifts...

They are really simple to find when you shop with the gift experts

If you're having trouble finding the perfect gift for the person who has everything, then look no further. Find an incredible selection of fine china, clocks, silver, porcelain, objets d'art, and art glass pieces.



HARRISON BROTHERS JEWELRY
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116F0596.EPS 125A0596.EPS

JEWELRY 13-WEEK CAMPAIGN

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BUSINESS & COMMERCE

An ongoing series depicting the workings of the business and professional community. If you have the need for a specific business or commerce illustration, please contact us. We appreciate your suggestions!

VIDEO GAME RENTAL

030F0596.TIF

030F0596.TIF

035F0596.TIF

WIG SHOP

035REFELCTED

035F0596.TIF

030F0596.TIF

033F0596.TIF

034F0596.TIF

034REFLECTED

JEWELRY STORE

030F0596.TIF IN-GROUND POOL SALES

033F0596.TIF

034F0596.TIF

031F0596.TIF

031F0596.TIF

GREENHOUSE

031REFLECTED

029F0596.TIF

029F0596.TIF

PIANO SALES

029F0596.TIF

VINYL HOME SIDING SALES

032F0596.TIF

032F0596.TIF

032REFLECTED

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SUMMER SPECIALS

©DG 1996

005T0596.EPS (Large Format)

Shown below is the full color proof of the color separations appearing on pages 27 and 28.

©DG 1996

001C0596.TIF (Large Format)
002C0596.TIF (Small Format)

001C0596.EPS (Color Separated, Large Format)
002C0596.EPS (Color Separated, Small Format)

Note: Numbers identify images for Electronic PMS subscribers.

• RED PLATE

• YELLOW PLATE

 Print Media Service® ©Dynamic Graphics, Inc. 1996, Peoria, IL

• BLUE PLATE

This Print Media Service 4-color separation is camera ready. Full-color proof is shown on Page 26. To achieve full color, print the red plate in process magenta, the yellow plate in process yellow, the blue plate in process cyan, and the black plate in black. All printers are separated in 85-line screen.

• BLACK PLATE

• •POCKET $25.00• •

Send us the projects you've designed using *PMS* art and pocket $25.00 each time your entry is selected as a winner in the *Print Media Service* Case History contest! New winners are chosen every month (based on originality, creativity, and quality) for publication in *Tearsheet* magazine. Monthly winners also receive a hand-lettered award certificate. Enter as often as you wish. No limit to the number of entries per person. No deadlines. No entry fees. Use the coupons below and enter now.

NOTE: Each entry is acknowledged by letter. Monthly winners will receive their awards two to three weeks *after* publication of the issue in which their entries are presented.

RULES:

1. You must be a current *PMS* subscriber and your entry must include some *PMS* art.

2. Use the coupons below to enter as often as you wish. Please attach one to each entry and fill them out completely. Include comments explaining techniques, purpose, and other relevant information.

3. Please do not use staples or fold your entry. We also ask that newspaper entries not be mounted.

MAIL TO: *PMS* Case History Contest,
Dynamic Graphics, Inc.
6000 N. Forest Park Drive,
Peoria, IL 61614

NAME .....

TITLE .....

COMPANY NAME .....

STREET ADDRESS .....

CITY ..... STATE ..... ZIP .....

PHONE (.....) .....

PMS ART FROM ....
(MONTH) (YEAR) (PAGE NO.)

REMARKS .....

.....

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Signed .....

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